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PACEMAKERS CONVENTION



1917 January 1917

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	is held here		

The Bowser Boomer

Vol. 15

No. 1

January 1, 1917



1917 February 1917

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	These were the lives that were founded on pluck		



1917 March 1917

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

1917 April 1917

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	is ripe as when in snow or dust. You'll find Red Buttons on the street				



1917 May 1917

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	Main orders spring up like flowers in May	

1917 June 1917

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

1917 July 1917

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	All the merry Bowser boys, from Oregon to Maine, will join with all the other folks. To make it safe and sure.			



1917 August 1917

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

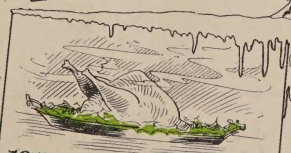


1917 September 1917

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

1917 October 1917

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	When the farmers have hoisted their pumpkins and gourds, they purchase a bunch of Bowser machines.			



1917 November 1917

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

1917 December 1917

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

W.V. Grandall, President
SAN FRANCISCO, CAL.

R.G. Fisher, Vice President
DENVER, COLO.

J.J. Manning, Secretary
CHICAGO, ILL.

R.W. Jewel, Treasurer
DENVER, COLO.

THE PACEMAKERS CLUB

1916

Prize Winning Salesmen of S.E. Bowser & Co., Inc.
MINIMUM DUES 500 POINTS OF BUSINESS

1916

DIRECTORS

R. Coddington, Denver
W. W. Ince, Dallas
C. A. Weego, Chicago
A. G. Hartgen, Harrisburg
R. D. Eckerberger, Memphis
F. M. Kennedy, San Francisco
C. W. Wilson, Louisville
D. Moore, Louisville

DIRECTORS

H. T. Purdy, Atlanta
N. Paquette, Toronto
G. P. Stovall, Washington
G. W. Scott, New York
C. R. Eggleston, Alb'ny
N. Mattingly, St. Louis
J. E. Allen, Michigan
W. H. Pritchett, Indiana
J. O. McCracken, Ohio

MEMBERS

W. V. Crandall
R. G. Fisher
J. J. Manning
R. W. Jewel
R. Coddington
W. W. Ince
C. A. Weego
A. G. Hartgen
W. B. Stamford
W. C. Halsey
H. T. Purdy
S. F. Taylor
N. Paquette
J. F. Vonderembse
G. P. Stovall
S. W. Scroggs
R. H. Sherlock
E. R. Handley
H. W. Oattis
G. P. Dickey
R. T. Lawrence
N. Brown
G. W. Scott
F. H. Peeples
F. H. Kilver
E. L. Milliron
K. F. Hessenmueller
L. J. Murray
H. O. Cuddie
R. D. Eckerberger
H. A. Vortigern
R. W. Crow
R. E. Clement
C. J. Rogers
C. I. Benford
E. B. Bachman
R. L. Matthews
G. Walker
E. P. Walker
J. S. Carrington
E. J. Murphy

E. L. Veirs
J. M. Tucker
T. L. Smith
R. D. Leonard
C. R. Eggleston
R. S. Johnson
A. M. Lucas
J. J. Behen
H. U. Earle
W. A. Armstrong
L. C. Tanner
C. P. Law
F. M. Kennedy
E. R. Bird
T. F. McWaters
N. Mattingly
C. M. Hunter
W. B. Offerle
J. C. Hartsough
W. H. Pritchett
R. L. Duncan
J. H. Wilson
S. C. Johnston
J. A. S. Meyer
A. L. Corbin
J. W. Weems
J. T. Gibbons
D. W. Darden
B. A. Deffler
S. C. Klein
W. G. Chandler
C. O. Hottel
J. W. Merickel
J. J. Connelly
H. F. Babbitt
W. M. Booker
C. M. Sigler
E. F. English
F. Laughrey
H. M. Fickler
J. M. Roy

W. N. Throop
C. A. McNown
J. C. Harding
H. Dalgaard
D. Moore
C. W. Wilson
G. W. Allen
J. E. Allen
T. H. Rhodes
R. W. Maxey
J. C. White
P. S. Cornell
W. B. Jameson
Geo. A. McCurdy
R. S. Gilchrist
W. H. Trammell
D. Ward
A. G. Locke
J. C. Long
A. E. Moffatt
E. H. Murdock
J. Ward
E. E. Lowe
G. A. Merickel
C. H. Kiley
C. R. McLaughlin
C. C. Chatham
F. H. Sullivan
C. C. Fredericks
W. F. Eichelberger
F. E. Bragg
L. L. Patterson
F. H. Richardson
D. I. Petts
J. W. Lea
J. M. Prigg
H. J. Jeavons
F. C. Schuster
E. F. Klotz
W. C. Smith

M. A. Ashley
K. N. McIntosh
C. L. Powell
R. E. Tomlinson
J. H. Smith
H. Gunn
F. E. Walters
George E. Bowen
F. W. Devereaux
W. B. Goolsby
J. B. Hagaman
D. S. MacRae
T. J. Hegland
C. Bennett
N. B. Steele
A. Lavery
R. C. Guenther
A. L. McIntosh
N. B. White
H. D. Murdock
C. A. Milliman
I. M. Camden
R. J. Goodman
W. J. Bates
F. Browne
K. A. Bachman
V. P. Bennett
W. A. Merrill
W. N. Deming
N. A. Ring
S. A. Collins
T. C. Potts
C. Wood
Lee Kuhn
W. S. Johnson
H. M. Tunstall
F. A. Knoche
H. Beigue
H. T. Sterne
R. C. Foster

LATE NEWS ITEM.

Mr. Hance is raising more false scenery.

—TORONTO.

THE CALF PATH

By Sam Walter Foss



One day through the primeval wood
A calf walked home as good calves should,
But made a trail all bent askew
A crooked trail, as all calves do.
Since then three hundred years have fled,
And I infer the calf is dead.

But still he left behind his trail
And thereby hangs my moral tale.
The trail was taken up next day
By a lone dog that passed that way
And then a wise bell-wether sheep
Pursued the trail o'er vale and steep;
And drew the flock behind him, too,
As good bell-wethers always do.

And from that day o'er hill and glade
Through those old woods a path was made
And many men wound in and out,
And dodged and turned and bent about,
And uttered words of righteous wrath
Because 'twas such a crooked path;
But still they followed—do not laugh—
The first migrations of that calf,
And through the winding wood-way stalked
Because he wobbled when he walked.

This forest path became a lane
That bent and turned and turned again;
This crooked lane became a road,
Where many a poor horse with his load
Toiled on beneath the burning sun
And traveled home three miles in one
And thus a century and a half
They trod the footsteps of that calf.

The years passed on in swift fleet
The road became a village street;
And this, before men were aware,
A city's crowded thoroughfare.
And soon the central street was this
Of a renowned metropolis
And men two centuries and a half
Trod in the footsteps of that calf.

Each day a hundred thousand rout
Followed the zigzag calf about
And o'er his crooked journey went
The traffic of a continent.
A hundred thousand men were led
By one calf near three centuries dead,
They followed still his crooked way
And lost one hundred years a day
For thus such reverence is lent
To well-established precedent.

A moral lesson this might teach
Were I ordained and called to preach;
For men are prone to go it blind
Along the calf-paths of the mind,
And work away from sun to sun
To do what other men have done.
They follow in the beaten track,
And out and in and forth and back,
And still their devious course pursue
To keep the path that others do.
They keep the path a sacred groove,
Along which all their lives they move;
But how the wise old wood-gods laugh
Who saw the first primeval calf.
Ah, many things this tale might teach—
But I am not ordained to preach.

HER QUALIFICATIONS

The village butcher was telling his wife
about the new summer visitor.

"She came into the shop today," he said
enthusiastically, "and I can tell you she's a
real lady, brought up select and exclusive. She
don't know one cut o' meat from another, nor
veal from mutton."

If you are to lazy to open the front door
when fortune rings the bell, don't expect her
to go to the back door and knock.

New Year Greetings

It is a delightful retrospective which carries us back over the past year's activities. We have been exceedingly fortunate, and find a multitude of reasons to be happy on this glorious entry into the New Year, 1917. We are very grateful for the wonderful esprit de corps and feeling of mutual interest which have been exhibited by the whole organization, and the virtue of this united effort can be pointed to with pride when we consider that we have closed the year with practically \$6,000,000.00 of business. The Pacemakers' Convention which will convene in a few days will bring 50 per cent more salesmen to Fort Wayne than at any previous time, and is in itself evidence of the onward strides that were made in 1916. We hope that each individual in our big organization has prospered in the same measure that we all have collectively, and that a carefree, resolute, determined army is ready to battle the new obstacles that are before us.

With hearts full of gratitude and appreciation of all the good that has come to us, we extend to every one of our men the Season's Greetings and thank them for the hearty co-operation and loyalty which has characterized their actions throughout the past year.

Happy New Year.

W. G. ZAHRT,
Assistant General Manager.

MR. HANCE SPEAKS

Recently Mr. W. R. Hance, our Toronto Manager, gave an address before the Rotary Club of his City. We understand that it was received with very great interest and that everyone there was highly pleased with Mr. Hance's offering.

A very neat, specially arranged menu card was prepared. The song, "Gasolene," was given a prominent space, also some reproductions of Bowser Outfits were in evidence. This was accompanied by a fine smoke, with Bowser's compliments, and well—no wonder they enjoyed it. After a good meal and fine cigar, one can enjoy a whole lot.

THE FOLKS THAT LAUGH

The folks that laugh—God bless them!
They lighten all the day.
They bring the cheer of sunshine clear
Tho' skies be brooding gray.

They lift the load of trouble,
They ease the grip of toil:
They leave less room for grumbling
Our precious hours to spoil.

What tho' they have their sorrow?
What tho' they have their woes?
They aim to get the laughter debt
The joyous old world owes:
And so they make a stranger
Of foolish fret and fear,
And make each day a happy way
Of rich content and cheer.

The folks that laugh—God bless them!
What ills do they not mend!
For them the rose in beauty grows,
And every man is friend.
For them the skies grow bluer,
For them the stars are bright,
Gloom flees away across the day
And comfort bides at night.

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc.

E. J. GALLMEYER, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV JANUARY 1, 1917 No. 1

HAPPY NEW YEAR!

"Ring out the old, ring in the new:"

Hardly have we finished one year with its wonderful activity before we are bodily thrust into another to meet identically, at least in effect if not reality, the same conditions which we have met and overcome during the last twelve months.

What the new year of 1917 has in store for us all is a thing worthy of our deepest consideration. At the beginning of the new year we make new resolutions, we seriously consider whether or not we have been following the course in our endeavors which leads to success.

Some men say that resolutions are made simply to be broken. Hugh Chalmers tells us that the making of a resolution, even if broken, will have a building effect in a man, for the fact that he does resolve to do differently is primary evidence of his endeavor to improve.

We are entering the year 1917 with renewed courage and with a great deal more knowledge than we had a year ago, for during the past twelve months we have had experiences that have taught us big lessons. We have made blunders that we will not repeat. The lessons we have learned and the victories we have won will enable us to encounter the new responsibilities with less uncertainty.

There is a serious side and a cheerful side to every situation, but bear in mind that in "Happy New Year" the accent should be laid on the first word. Happiness is a condition in the state of mind. If we resolve to be happy, let none of us break that resolution, for a resolution to be happy will go a great way toward bringing about that condition. Our happiness is in a great measure right up to each one of us individually.

In extending to you Happy New Year Greetings, we wish for you good health, long life and prosperity and that you may reap from your efforts the fullest measure of joy and contentment.

Happy New Year!

MAY the Year 1917 inspire you to greater effort and bring you the fullest measure of health, happiness and success.

This is the sincere wish of the Boomer.

THE CUP WINNERS

Harrisburg and Dallas win! Hail, the conquering heroes come—Colwell-Prince & Company. They have achieved an honor and a success that is of such proportions that words fail us in describing same. It has been a wonderful year for business, and a hard year on records. Individual records, Office records, Organization records—all have been split, cracked, jarred and broken a dozen different ways. In the competition for the cups the race was unusually keen. Every office had a chance to win, every office put forth the very last ounce of effort in order to dethrone these gentlemen but they "stayed put" and here they are, the leaders of the two winning organizations for 1916.

It is indeed an honor and pleasure to be able to accord to these gentlemen a fitting token. We will suffice by saying that they have distinguished themselves by their unusual, masterful handling of their problems and that the hats of the whole organization are off to them for their accomplishment. More fitting expressions will be forthcoming during the Convention.

A BOWSER—THE IRON CLERK.

Mr. Jones, you say you hesitate to buy this equipment. If I were to come to you and say: "Here are over 750,000 recommendations. They are strictly first-class. I want to work for you in your store. I ask for my services the sum of \$200. Not for one year, but forever. When that amount is paid, I'll never cost you another cent. I will be in your store when your first clerk arrives in the morning and will be there when the last clerk leaves at night. I will work closer to your interest in your oil department than your highest salaried clerk possibly could. I'll guard against all losses and safeguard you from fire. I will never come late, never be sick, never have a headache and never ask for a vacation. I will assure you of every cent of profit there is in your oil business. I cost but \$200. Would you hesitate to hire me?"

IF I KNEW YOU AND YOU KNEW ME

If I knew you and you knew me,
'Tis seldom we would disagree;
But, never having yet clasped hands,
Both often fail to understand
That each intends to do what's right,
And treat each other "honor bright."
How little to complain there'd be
If I knew you and you knew me.

Where'er we ship you by mistake,
Or in your bill some error make,
From irritation you'd be free
If I knew you and you knew me.
Or when the checks don't come on time,
And customers send us nary a line,
We'd wait without anxiety
If I knew you and you knew me.

Or when some goods you "fire back,"
Or make a "kick" on this or that,
We'd take it in good part, you see,
If I knew you and you knew me.
With customers, ten thousand strong,
Occasionally things go wrong—
Sometimes our fault, sometimes theirs—
Forbearance would decrease all cares;
Kind friend, how pleasant things would be
If I knew you and you knew me.

Then let no doubting thoughts abide
Of firm good faith on either side;
Confidence to each other give,
Living ourselves, let others live;
But any time you come this way,
That you will call we hope and pray;
Then face to face we each shall see
And I'll know you and you'll know me.

MR. F. S. HOSS.

Our Mr. F. S. Hoss of the Louisville Office is lighting up the way for the populus of Kentucky by the installing of Cut 102's on their highways. His orders Nos. 95 and 98 called for 10-barrel Cut 102's, which shows the splendid class of salesman Mr. Hoss is. One other commendable feature in connection with these orders is that they are all F. C. W. O. Fine work, Mr. Hoss! Keep it up.

The sympathies of the entire organization and Pacemakers' Club are extended to Pacemaker R. C. Foster in the bereavement which has been caused by the passing away of his mother.

Mrs. Foster lived at Denison, Texas, and was the wife of the late Colonel R. C. Foster.

Mr. J. F. Jeffreys is a new man on the roster of the Washington Office. His first month amounted to \$1,739.43, and the first two days of the second month netted him \$978.25. Jimmy crickets! This guy must be some relation to Jim Jeffreys, the champion. At any rate, he has championship skill, and we look for him to battle his way to the front in the Bowser ranks. Fine work, Mr. Jeffreys!

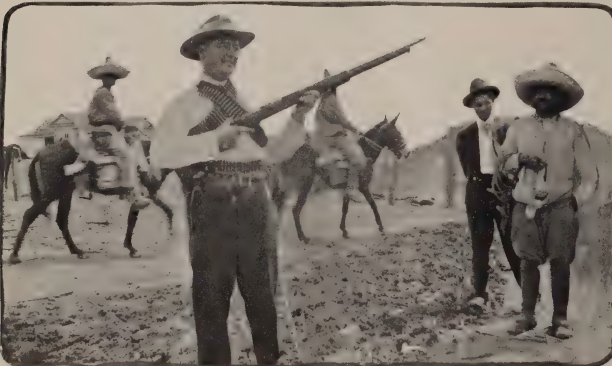
It is a question of being sold personally whether or not you make a success of your line.

It is with the keenest regret that we learn of the death of the mother of our Pacemakers' Secretary, Mr. J. J. Manning. She passed to her reward on November 26, at Sioux City, Iowa. Mr. Manning has the condolence of the entire Bowser Organization in this, his bereavement.

AN EXCEPTION

It's a poor rule, they say, that
won't work either way,
But there's one now and then
that just can't, it is clear;
From Christmas to New Year
is only a week,
But from New Year to Christ-
mas is nearly a year.

Gratitude is a debt
which all men owe, and
which few pay cheerfully.



Pacemaker-elect R. E. Tomlinson after he enlisted in the Mexican army.

WHO IS THE SPY IN OUR ORGANIZATION?

"Bowtank Fort Wayne Indiana ship bomb rush Villa."

The above cable was received by our Export Department on December 9th and set the boys a-goin' as you can imagine. Our Spanish interpreter was confronted with the accusation that he was acting as an agent for the notorious bandit. The fact reveals itself, however, that "bomb" (s) means pump and the Villa in this instance is one of our large Exporting Agents, giving shipping instructions on one of Mr. de la Torre's big orders.

A BOWSER SALESMAN HAD THE NERVE TO SELL THIS FELLOW A TANK

Bradstreet Report: Records of this district show judgment obtained in circuit court October 4th, 1916, in favor of Butler Brothers for \$132.17. Execution issued October 10th, 1916, and store closed. It is understood they had in stock three horse collars and six fascinators. Some credit risk!

SQUIBS BY MORRISON

The difference in material makes a material difference.

It takes a pretty stiff collar to make some men hold up their heads in this world.

It is just as well to put off until tomorrow the regrets we have for yesterday.

In the school of experience, some never get beyond the kindergarten course.

For the faults of the past make ample amends, And you and yourself will be the best of friends.

Opportunity only makes the man who knows what to do with it.

All things come to those who wait, provided no one else wants them.

It is excellent to have a giant's strength, but it is tyrannous to use it like a giant.

Have the courage to cut the most agreeable acquaintance you have when you are convinced that he lacks principle. A friend should bear with a friend's infirmities, but not with his vices.



A Louisville, Ky., installation—sold through the efforts of Mr. J. L. Bowie.

DRY CLEANING HINTS.

Every salesman is interested in dry cleaning and what this line will do for him in increasing his business and earnings. Mr. Murray went to a lot of work in writing a booklet which would simplify the handling of Dry Cleaning Business and a copy of same was forwarded to every salesman some time ago. It should be every salesman's ambition to know all about the goods he is called upon daily to demonstrate and by studying this booklet closely, he will certainly know more about Dry Cleaning than he did before.

We hope from time to time that the other lines which we manufacture can be subjected to the same analysis and explanation and if any of the salesmen have a happy thought on Paint Oil, Kerosene, Gasolene, etc., their ideas and sales discourses will be thankfully received.

W. G. Chandler recently sold a very fine Paint Oil order to the Carolina Wood Products Company, Asheville, N. C., consisting of eleven two-barrel Cut 109's with locks, barrel track, dash, chain hoist, cradle, air vent protector, two agitators, card holders, in fact, he got them for everything there was. More power to you, Mr. Chandler. Keep it up.

Mr. J. O. McCracken recently sold a 1,000-gallon Cut 101 and a one-barrel Cut 63, totaling 20 points, on which he collected cash in full. Mr. McCracken certainly has the right idea.

Mr. L. C. Tanner recently sold a very nice Garage order in Vernon, Texas. It called for a Cut 102 and a one-barrel Cut 125 complete with all the necessary accessories, totaling 17 points, for which he collected F. C. W. O.

HEAD SALESMEN PACEMAKERS.

The gentlemen whose elections to the Club are heralded herewith have been men who in addition to their own qualifying have painstakingly helped others into the Club. Messrs. Collins, Ring, Potts, Wood and Fredericks have been Head Salesmen while Mr. W. N. Deming of the Canadian Northwest has been a Sales Agent. In their enlarged duties they have generously held their own immediate interests of less importance than the developing of other Bowser salesmen, and it is a matter of unusual credit to them that in addition to the wonderful constructive work which they have done, they too, have gained sufficient points to register as Pacemakers.



T. C. POTTS

Mr. T. C. Potts is the genial gentlemen from Cleveland, who is so favorably known throughout the whole Bowser realm. His absence at a Pacemakers' Convention would throw a blight on the entire festivities, and the fact that he will be with us is an added assurance of a mighty good time. Fine work, Potts.

Mr. N. A. Ring, the "war horse" from Maine, has graced Bowser conventions ever since such an institution existed, with but one exception, and it is with the greatest pleasure that we announce that he is again booked for the "big show." "Nate," as his friends call him, has this year as well as the many years past, been doing a wonderful, constructive sales work in his territory, and no small share of the credit for the splendid showing his office has made is due to Mr. Ring's efforts.



N. A. RING

S. A. Collins from Buffalo, is one of our Pacemakers who needs no introduction, as he was the leading light in the organization of "Yellow Canines" which was founded at the Convention several years ago. He has distinguished himself in other ways—principally the lighting of the beautiful streets of Buffalo with rays from Red Sentry Lamp Attachments. His ef-



S. A. COLLINS

forts have been of unusually high value to the Organization, and his constructive sales methods are a credit, both to Mr. Collins and the Bowser Organization.

Mr. C. C. Fredericks, the Head Salesman of the St. Louis aggregation, walks into the circle of the knighted with a record of splendid achievements for 1916. He, like the other gentlemen, has been handicapped in early registering because of the enlargement of his scope of duties and circumstances which demanded his special attention. Mr. Fredericks is getting his territory in excellent shape, and without a doubt, further glowing reports will be forthcoming in the year before us.



C. C. FREDERICKS

Mr. Carver Wood is a man who is not so well known in the Bowser Organization, since his connection with our Company has been but a trifle over a year in duration, but where he is known, his business ability is keenly appreciated, and in the position of Head Salesman in the district surrounding Cincinnati, his cool judgment and excellent business sense has had a stimulating effect upon Bowser business. For a new man to step into the Bowser Organization and assume the responsibilities that Mr. Carver Wood has assumed, and deport himself with the glowing triumph with which he has done, shows at once the man's keen ability and adaptability.



CARVER WOOD

Mr. W. N. Deming needs no introduction to the Bowser Organization for he has been with us a good many years. He has been a Pacemaker many times before and the present honor is one that is due to his very diligent and painstaking endeavors. He came through with 500 points on December 9, and this marks his fifth qualification as a Pacemaker. He will be one of the men to secure the \$250 at this convention. We with Mr. Deming enjoy his conquests, and hope that they are but coming events casting their shadows before.



W. N. DEMING

OCEANS OF PACEMAKERS

Mr. A. L. McIntosh has been in our employ for five years and we, therefore, class him among our veteran salesmen. During all these years, Mr. McIntosh's business has been particularly high-grade which is very commendable.



A. L. MCINTOSH

Mr. McIntosh's hobby is short terms and his business in this respect will compare favorably with the business of any other salesmen in the organization. Mr. McIntosh has always been a good producer, although he has, up to this time, not attained Pacemaker membership. Mr. McIntosh has had many years of business experience and he is the kind of a man to be relied upon to deliver the goods.

Mr. Hance is going to bring a big delegation with him in January and among them Mr. McIntosh will be one of the most prominent.

C. A. Milliman, of the San Francisco Office, has been representing S. F. Bowser & Company in Portland, Ore., ever since the early part of 1914. Mr. Milliman is one of those steady men who is on the job all the time. Before entering our employ, he was connected with a paving concern and he has paved his own way to honor by electing himself a Pacemaker on December 9.



C. A. MILLIMAN

Mr. Milliman is a gentleman of very pleasing personality and takes well with his trade. He is not the "hypnotic" type of salesman, but is willing to allow his proposition to be laid on the board and accepted on its merits.

Mr. F. W. Devereux, the bowler, and perpetual Pacemaker, who so very ably represents our Company in Albany, N. Y. and vicinity and who has always been a top-notch-er in our organization, again registered as a Pacemaker on November 30. Aside from the distinction accorded him as a Bowser representative, Mr. Devereux drives the first Ford car ever manufactured, and he annually repaints it



F. W. DEVEREUX

himself. He never loses any time on the job, though, in repainting the flivver for he does it before breakfast and after supper. He is a live-wire, a Pacemaker in every sense that the word implies and a world beater for getting the business. "Devie" will be no small part of the show at the Convention.

Mr. I. M. Camden, of the Ohio Office, is one of those men who is particularly adapted for the handling of our line. Mr. Camden's sales experience before coming with S. F. Bowser & Company was rather limited, but he immediately proved his ability to handle the Bowser proposition by the fact that he landed Pacemaker membership in 1915 and repeated again on December 12.



I. M. CAMDEN

Mr. Camden is an A No. 1 salesman—a clean-cut, energetic, analytical person, who finds out the reason why and then acts on his findings. He came so near beating out our old friend, McCracken, for the directorship that there was no fun in it. It is unfortunate we haven't two directorships to offer because Mr. Camden's work certainly merits our very highest recognition.

Alright, Mr. Camden, all together for the big show.

On December 7 Louisville added another strong warrior to her Pacemaker delegation when Mr. N. B. White, of Knoxville, Tenn., crossed the wire with 502 points.

Mr. White has been doing an excellent business this year and his election to the Club is no surprise. Knoxville presented a very difficult problem when Mr. White took a hold of it, but his diligence and application, his initiative and stick-to-itiveness have brought the desired results.

We are happy at Mr. White's election and look forward with extreme pleasure to seeing him next week.



N. B. WHITE

N. B. Steele, a hard name, and my what a hard proposition he is to get away from if he pursues one with the intentions of getting the name on the dotted line! Mr. Steele is a very high-grade salesman—a man who makes friends with his trade right off and has delivered in a successful Pacemaker style ever since he has been in our organization. Mr. Steele qualified as a Pacemaker on



N. B. STEELE

December 6 with 504 points to his credit, and is the class of man whom the organization is very proud of. Fine work, Mr. Steele.

Girls, get this: Age 23, not married, fine looker, some salesman, affable, congenial, handsome and successful J. H. Smitha of the Memphis Office became a Pacemaker on December 5 with 508 points. Ah! what an enviable record—one that anyone can be extremely proud of. Mr. Smitha has been with us just a little over a year and his first entire year proves his sales ability. We are mighty glad to welcome Mr. Smitha into the fold of the Pacemakers and sincerely trust that this wonderful start he has made in life will be an inspiration and an impetus to greater efforts in the future.



J. H. SMITHA

Ho, Ho, papa is elected! D. S. McRae, the new daddy from Atlanta, gained Pacemaker membership on December the 7th, exactly a year and six days after he took up employment with S. F. Bowser & Company. Mr. McRae is one of the new men who have come into our midst and who have proven their worth. He started doing a successful business right off the jump and has pursued this contin-

uously with the happy culmination of his election. Mr. McRae is one of the men who have kept Atlanta in the forefront and is a pride both to the Atlanta District and to the whole Pacemaker Club. We will be delighted indeed to gain the acquaintance of this efficient, aggressive, southern gentleman, and look forward with keen pleasure to his visit.



D. S. MCRAE

Mr. C. L. Powell is a globe trotter. He has been in practically every civilized country in the world—and Pennsylvania, being at the present time engaged in Erie county and territory thereabouts. He is one of the men who helped Harrisburg “cop” the Cup, and gained Pacemaker membership on December 4. Mr. Powell is a young man in the Bowser organization. He has now made his mark and we hope that he will annually improve on his record.



C. L. POWELL

Mr. K. N. McIntosh succeeded his brother-in-law, Mr. H. J. McLeod, in Nova Scotia. Mr. McLeod left his territory for the front as Major with the Canadian Contingents. Mr. McIntosh took up the work where Mr. McLeod left off.

Mr. McIntosh, as his name implies, is a Scotchman, and is full of the Scotch tenacity and aggressiveness. His business is exceptionally high grade and he is weaving about himself an acquaintanceship with the merchants of northern Nova Scotia which will surely result in his securing a fine business for years to come. Mr. McIntosh became a Pacemaker on November 29 of this year, and his pleasing personality plus the good work which he has done insures his continued Pacemaker qualifying in the future. We will be mighty glad to learn Mr. McIntosh better and look forward with pleasure to seeing him in January. Alright, Mr. McIntosh.



K. N. MCINTOSH

Mr. T. J. Hegland, another one of the crew of Murray-Lawrence-Hegland and Company, gained Pacemaker membership on Nov. 21 with 504 points. Mr. Hegland did not take up work with Bowser & Company until practically the first of March of this year, and was a Pacemaker in November. Ten months in the organization and Pacemaker membership is a record of no mean ability. Our Pacemakers are this year soaring to heights of success heretofore unknown and among those most conspicuous we have Mr. T. J. Hegland.



T. J. HEGLAND

We are going to have a fine crowd down here Mr. Hegland, and we know our circle will be enhanced by your presence. We want to congratulate you on the fine start you have made in our organization and hope that it will be a friendship long to be cherished and continued on both sides.

Diplomatic, handsome, consistent W. C. Smith of Seattle, Washington; again marches into the Club. On November 27 he delivered the goods with 503 points to his credit. Mr. Smith has always been a prize winner. He has been a Pacemaker each year and this time qualifies for the \$250.00. Mr. Smith is a specialist. He takes hold of all the new equipments we place on the market, and markets



W. C. SMITH

them in winning style. He is strong on the exchange basis, and when improved equipment is out, he puts it at the command of the public. Mr. Smith is a man of very pleasing personality. His arguments carry conviction and he is a diplomat of no small ability. Besides, Mr. Smith is one of the old-timers. His smiling physiognomy has beamed upon the Pacemaker conventions a great many years and it is the hope that he will bring that sunny smile up with him to Fort Wayne annually for years and years to come. Fine work, Mr. Smith.

The farther we go in the H's the better they get. J. B. Hagaman of the Michigan District, came into the organization about April 1st, and qualified for Pacemaker membership on December 8. Mr. Hagaman is a real Pacemaker—one who leads—one who not only leads but who has about forty yards lead on everybody else. He has stirred up the dust in old Cadillac County, Michigan,



J. B. HEGEMAN

in a way that has surprised the old-timers in great shape. His strong canvass, his indomitable will and persistency call forth the very highest admiration and his Pacemaker membership is absolutely no surprise at all. He is just naturally one of the men who succeed, and when his efforts are coupled with a line such as Bowser & Company's, he wins. It is an extreme pleasure indeed to welcome you into our circle, Mr. Hagaman, and trust you will bring a big bunch with you from Detroit next week.

Why M. A. Ashley slipped a cog last year and did not become a Pacemaker, we do not



M. A. ASHLEY

know, but Ashley again registered as a Pacemaker on December 12. There is nothing sluggish about the little Napoleon of Selma, Alabama, for he gets business in spite of the boll weevil, hot winds, droughts or war. M. A. is some dove hunter, but this accomplishment of his has not prevented in any greater

degree the lying in waiting for a wily buyer until he can bring down his prey. His motto is a completely Bowserized territory and he is gradually achieving this ambition. Good luck, Mr. Ashley.

Another Cow Puncher of unusual sales ability is the youthful W. B. Goolsby of Waco. He entered the employ of the Company on March 6 and achieved Pacemaker honor on December 6, exactly nine months after going to work. Mr. Goolsby formerly was one of our office employes in Texas. He thought he could sell the goods and had the power of his convictions. We are glad that he had the conviction and delighted that he had the power to show us that he could make himself a Pacemaker in less than three-quarters of a year. He is thoroughly Bowserized and knows the virtues of the system.



W. B. GOOLSBY

Geo. E. Bowen, an old and honored name in the organization. Mr. Bowen has been in the organization for a good



GEO. E. BOWEN

many years and has always done a fine business. He has been very successful in handling our line and is a credit to the Pacemaker Club and to the firm. He elected himself on December 6 with 501 points to his credit. Mr. Bowen will be remembered as the policeman who arrested Ed Little at the last Convention when the Duces Tacum was read to Mr. Little. Mr. Bowen is a very strong salesman of genial personality—a man who wins men. We are pleased to have you in our midst again.



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Mr. F. E. Walters works in the Paradise of America. He covers the city of Pasadena, Cal., and surrounding territory. Being a Pacemaker is not a new thing to Mr. Walters, for he has been in the superlative circle before. Mr. Walters is a particularly strong salesman with the high-grade Private Garage trade which the general line salesman as a rule overlooks.



F. E. WALTERS

Mr. Walters operates through the architects and city authorities and stands very high in their estimation. Mr. Walters' long suit is "Labor," good hard work. He has no fear of anybody else getting the business as long as he has the chance to work on the job. Mr. Walters is a young man and promises to long carry the grip under the Bowser flag. Al-right, bring a big bunch from the sun-kissed coast, Walters.

at the present time in northern Alaska on an expedition for the Ohio Art Museum of Columbus. While his son may think he is traveling cold trails, Pa at home is doing some trailing himself and exploring in which he encounters cold receptions that are not unlike the frozen North. In any event J. O. knows how to melt the arctic ice of opposition and with his sunny winning manner directs things into successful channels. Good work, Mr. McCracken.

Did you ever "C." Bennett when he was licked? No sir, Bennett never found opposition which he could not surmount. The little matter of qualifying as a Pacemaker was taken care of by him on December 6 in face of the fact that he was only employed by the Bowser Company since February 14. He is one of the number of newcomers in the organization who have driven right into

success with a flying machine, and one of the warriors of the "Prince," worthy of the very highest commendation we can make. Mr. Bennett's work reveals thought, planning, consideration and deep study. These characteristics are reflected in the handling of his business with the customer as well as with the Company. These qualities are what have spelled his success, and will continue to place him among the foremost of the organization.

You will all kindly rise now, for the man who now enters is one of the old patriots who has been with the business ever since it started. Mr. F. A. Knoche has been in the Bowser Organization for so many years that our records will not tell us when it happened, and being afraid that he will give away his age, he refrains from divulging the information. Anyhow, Fred is one of the old standbys of the Organization and has more friends than he can count. He is of that pleasant, solid disposition that we all admire so much, and everybody is happy that Fred has scored as a Pacemaker. Mr. Knoche has done a very excellent business this year in spite of the fact that he was called off the job a dozen times to perform special duties to which his familiarity with the business particularly adapts him.



C. BENNETT

Handsome Harry Gunn has been one of Prince's pieces of heavy ordnance. How a "Gunn" could be anything but a fire arm and how a "Prince" could fail to know how to handle a "Gunn" is a mystery, but nevertheless, notwithstanding, the Beau Brummel of the Texas aggregation crossed the line on Dec. 5 with 502 points in face of the fact that he is a newly-wed, has been on a long vacation this summer and is a friend of Billy Ince. This is Mr. Gunn's first report in the Pacemaker Club and we want it to be a very loud bang. In any event, he is some there and a credit to his District and the Club.

Mr. J. O. McCracken is a great man to direct. Sometimes his efforts are directed in more than one direction when he is hot after three or four prospects. He will direct the affairs of the Ohio Sales Organization at the next Pacemaker Convention since he landed the Directorship on December 7. We could talk about the virtues of J. O. McCracken all day long and not get through. J. O. is one of that kind of fellow who just naturally nails an order by irresistible and irrefutable logic. He works all the lines—kerosene, gasoline, paint oil, factory, etc. In fact, nothing slips by his wily eye. In this connection, the Pacemaker Club might be interested to know that Mr. J. O. McCracken has a son who is an Arctic employer and who is



J. O. MCCrackEN



F. A. KNOCHE



Moore Oil Co. West Side Filling Station, 1160 West Broad St., Columbus, Ohio. Two Cut 241 "Red Sentry" Outfits with 5-bbl. tanks installed.

Mr. H. M. Tunstall is one of the fighting "cow punchers" who resolved early in the year that the Cup must come to Dallas. At the same time he vowed that he would be a Pacemaker, and he achieved this ambition on December 15 with 520 points. Mr. Tunstall is a very hard-working, earnest salesman and has always been a steady producer since entering our organization. It is therefore with greatest pleasure that we announce him as a Pacemaker. What Prince is going to do with that live-wire organization at the Convention, we can imagine, and so it behooves the rest of this energetic organization to keep on the lookout or these "cow punchers" are going to put something over. Of the crew, none will be more on the job than H. M. Tunstall, and we are delighted to have him in our midst.



H. M. TUNSTALL

They say the most wonderful thing about Mr. J. M. Prigg is that he is a hard worker, not because he has to be, but because he likes to be—working, as it were, for work's sake. Mr. Prigg does not believe in pushing a man for an order, but he simply "slips it to him easy" in an interesting way and keeps on talking until the customer of his own accord says "I will take the outfit."



J. M. PRIGG

Mr. Prigg is one of the gentlemen who knows how to make friends, and as a result, is one of the best customers of the postoffice in his home town, for oceans of mail come to him

daily from his host of friends, telling him of the various prospects that can be sold. It is said that Mr. Prigg has more prospects than any other half dozen men in the country. Well, when prospects are properly handled they make Pacemakers and Prigg qualified on December 20 with 504 points. Fine work!

Horace D. Murdock just waited long enough to see that his brother was safely in the Club and then he too entered the "shrine." He came through on December 12th with 504 points to his credit. One funny thing about Horace is that he drives a Ford—not just an ordinary Ford, but an individual Ford. In the first place, it is a coupe. Secondly, it has a lot of those "home comfy" arrangements rarely seen in a motor car. He has a desk in the car, and a thermos bottle. His car is electrically equipped with a heating apparatus, has pipe racks, etc.—a "peace ship"—a regular "Oscar 2nd"—a Ford after Henry Ford's own heart. Lest we forget, it is not the Ford that made the Club, but Horace, one of the best salesmen carrying the grip in the United States. It is a distinct honor and pleasure to announce his election and we sincerely hope that it is his avowed intention to do it early and often during 1917.



H. D. MURDOCK

Mr. W. A. Merrill "crossed the wire" with 520 points on December 22, making him a Pacemaker for the second time. Mr. Merrill did not enter our organization until 1914, and his qualifying last year and repeating on this occasion indicates to us that he is not a flight-by-night winner, but one who is consistent in his qualifying. Mr. Merrill is one of the very highest grade salesmen which we have in our organization, and he secured his Pacemaker membership under unusually trying circumstances. This adds greatly to the honor due him, and it is a distinct pleasure to pay this tribute to Mr. Merrill.



W. A. MERRILL

Mr. Merrill works in and around Grand Rapids, Mich., and has been Bowserizing everything in sight. He is a broad business builder who sells all the line all the time and is a Pacemaker in every sense of the word.

Mr. W. S. Johnson scored as a Pacemaker on December 14 with 501 points, which marks his second entry into the "circle of the superlative" since the Club was organized. Mr. Johnson is a young man who is a natural salesman, has a pleasing personality and takes well with his trade. He is very optimistic—nothing ever worries him and he is a glutton for work. His logical reasoning together with

his affable nature just naturally influences the business in his direction and has resulted in his Pacemaker election.

We are glad to have you with us, Mr. Johnson, and we hope that the future will find you at the festive board regularly.

Mr. H. Beique became a Pacemaker on December 21 with 504 points to his credit. Mr. Beique has been a Pacemaker before, and is therefore no stranger to the honor. His territory is in Montreal, Quebec, where he works the garage line. Mr. Beique has been in our organization since 1911 and has always been a persistent and consistent producer. He has sold a great number of high grade Paint Oil installations and is a broad business builder in every sense of the word. He is a very affable and congenial gentleman, which has won him influential friends, many of whom are the very best business men in the city of Montreal.



H. BEIQUE

Mr. H. J. Jeavons like Mr. Deming is a man of method. He keeps a very close check on his business and knows exactly, from month to month, the net profit resulting from the sale of Bowser Equipment. He is famous for the number of high grade Paint Oil Equipments he has sold in Vancouver and Victoria, B. C., and this year has been very fortunate in marketing a large number of Red Sen tries. One of the ambitions of Mr. Jeavons is to have all the equipment in his territory working perfectly, and in this he has achieved his desire.

Photo
Delayed

H. J. JEAVONS

Mr. A. Laverty has been in the Bowser organization since May 16, 1905, and during that period he has been one of our most consistent producers. This, however, is the first year that he has achieved Pacemaker honors and it is with extreme pleasure that we announce his election to the Pacemaker Club. Mr. Laverty is one of the old stand-bys who have followed the business from the day of



A. LAVERTY

the kerosene tank, and appreciate what time and experience, what patience and research were necessary in order to place the wonderful high-grade present Bowser Line on the market. He has been carrying the message of Bowser in a better, more progressive and more up-to-date manner every year. It will be a happy reunion at the Convention with Mr. Laverty present and it is with open arms and sincerest welcome we extend to him the hospitality of the organization. Fine work, Mr. Laverty.

You have all eaten Guenther's candy. Guenther is a sweet name, at least we have always associated the name of "Guenther" with something sweet, and all you need to do is to gaze on the handsome physiognomy of R. C. Guenther to know that the comparison is perfectly legitimate. The sweetest thing about Guenther is the sweet manner in which he convinces the Plattdeutsche of Wisconsin that they should spend their hard-earned money with S. F. Bowser & Company, and the knowledge of the service he is doing these people gives him the necessary confidence to deliver the goods. Guenther is some salesman and a Pacemaker of whom the Club can be very, very proud. He is the kind of a man who makes a plan and then works that plan. He will help swell the Chicago aggregation which this year has grown to unheard of proportions. Kingsley has some squad, and they will be some noise makers. Alright, Guenther.



R. C. GUENTHER

"All the power you can ever use exists now and awaits your intelligent mastery."—Marden.

After all you're your worst critic.

Look, look, look! The autoerat of the Washington Office, Mr. John W. Lea, scored as a Pacemaker on December 23, after a merciless onslaught on Fort Quota the last week of the race. John lives in Huntington, West Virginia, where he is one of the land barons and one of the moving spirits of the rapidly growing community. John has been a Pacemaker before and is a real live wire and

he has been delayed in registering but nevertheless, he is there and we are all delighted at having our old-time "war horse" in our midst. Congratulations, Mr. Klotz.

Gentlemen, we are now to announce one of the finest men in the Bowser organization. While they are all fine men, Floyd Bragg is an exceptionally genteel personage. He again registered as a Pacemaker on December 22, and everybody is keenly delighted at his success.



F. E. BRAGG

Speaking of Ford cars, Floyd has one that is painted red, and everyone in his territory knows him by the red streak which goes by.

Mr. Bragg is not one who narrows his opportunities by single track work, but he believes in diversified crops, and sells paint oil equipment, lubricating oil equipment, kerosene equipment, dry-cleaning equipment, and gasoline equipment. He is a diplomat and a fine salesman; a credit to his organization and to the Club.

Another one of the Dallas men who has been with us less than a year, but who qualified for Pacemaker membership, is Mr. R. C. Foster of Denison Texas. He did not enter our employ until February 1st of this year, but reached the Pacemaker goal on December 19th. They say of him, that "he is some on the job, and can sense an order." The extraordinary quantity of pep that was passed around in the Dallas District this year has no doubt had a psychological effect on Mr. Foster, and he, too, jumped into the gulf stream of victory. He is one of the fighting cow punchers, and is worthy of the very highest honor which we can bestow upon him. We are mighty glad to have you in our organization, Mr. Foster, and wish to especially congratulate you on your Pacemaker qualifying.



R. C. FOSTER

"A man is commonly either made or marred for life, by the use he makes of his leisure time."—Jeremy Taylor.

efficient salesman. His many friends will be delighted to learn of his success and we too hasten to extend our congratulations.

Mr. L. L. Patterson of Jackson, Miss., did not take up a Bowser grip until January 24th, 1916. He registered as a Pacemaker on December 23, which indicates to us the kind of a warrior Patterson is. Mr. Patterson has many friends in the Bowser organization, who will be glad to know of his qualifying as a Pacemaker. Mr. Patterson has put up with some very strenuous conditions in his territory, and registering under these circumstances makes his conquest all the more laudable. Memphis is bringing a big delegation, and we are delighted that L. L. is going to be among them.



L. L. PATTERSON

Mr. E. F. Klotz is perhaps the oldest active Bowser salesman in point of service in the whole organization. He has worked in practically every state in the union and in the early days did some of the big pioneer work in the west. Since 1910, Mr. Klotz has been city salesman in San Francisco and has always enjoyed a fine business.



E. F. KLOTZ

Mr. Klotz was a tablet cutter in 1911 and his Pacemaker registering this year makes him a five-time man.

Mr. Klotz is a very high class salesman which is evidenced by his record, and has a smooth way of handling difficult situations.

This year, because of considerable reverses,

R. E. Tomlinson, also a Dallas live-wire, again qualified for Pacemaker membership on December 1. "Tommy," as he is familiarly called by all the boys is a full fledged live-wire Bowser salesman, who knows all the tricks of getting the name on the dotted line. Mr. Tomlinson has mingled, along the Mexican border, with the various war chiefs of Mexico. Villistas, Carranza, bandits, etc. He has learned how to fight for an order and walk away with the "bacon." Mr. Tomlinson's hobby is with the rod and gun, and the territory, which he covers, gives him an opportunity to enjoy this natural inclination of his. We are all glad that Tommy is back and look forward with extreme pleasure to his visit.



R. E. TOMLINSON

Mr. H. T. Sterne came with Bowser & Company in 1911 and has been a real success with our business, having on several previous occasions achieved Pacemaker membership and having done a good business ever since his connection with the Company. Mr. Sterne's success is largely due to his absolute belief in our line and his confidence in himself to market the product. He is one of those quiet chaps who in his forceful way goes along and continually "delivers the goods." He has been one of the valuable assets of the Toronto Office and is an honored member of the Pacemakers' Club.



H. T. STERNE

Mr. W. F. Eichelberger, of the Harrisburg Office, scored a Pacemaker on December 23 with 500 points. Mr. Eichelberger has successfully handled our goods for a number of years and always in the highest type and manner. He has proven himself a very efficient Bowser salesman and has the reputation of having the largest speaking acquaintance in New England. He is one of the men who makes friends readily, which is a great asset in his business.



W. F. EICHELBERGER

This is the first time that Mr. Eichelberger has graced the Club and we are very delighted indeed to be able to welcome him into our midst. Congratulations!

Mr. D. I. Petts, of the Albany Office, elected himself a Pacemaker on December 10 with 507 points. Mr. Petts came with the Bowser organization in the fall of 1914 and has represented the Company in and around Bristol county, Massachusetts.



D. I. PETTS

He has exhibited his prowess in many ways and has done a very high class, successful business. He is a very capable representative and can handle large propositions splendidly. Mr. Petts has been unusually successful in handling the Private Garage trade and has had some excellent results in this line.

Ladies and gentlemen, we have with us tonight Mr. F. C. Schuster, of the Albany Office. He elected himself a Pacemaker on December 23 with 503 points. This is not a new honor for Mr. Schuster as he made a phenomenal success when he was located in the Atlantic District.



F. C. SCHUSTER

They say that "F. C." is true to his old German traditions for he is the original busy bee without the buzz.

Mr. Schuster has a considerable reputation as an angler and whether fishing for sport or for business, he knows how to bait the hook properly in order to succeed in his catch.



Moore Oil Co. Filling Station, East Broad and 21st Sts., Columbus, Ohio. Two Cut 101 "Red Chief" Outfits with 500 gallon tanks installed.

Another new man who has proven his ability as a Bowser salesman in a mighty short period is Mr. V. P. Bennett of the Chicago Office. Mr. Bennett did not take up the Bowser grip until March 15, and on December 8 he had scored his points. Anyone reading this Boomer and stopping to ponder over this record, knows at once, without much explanation, what class and kind of effort has been required to "deliver the goods" in this fashion, also the character and caliber of the man who has been able to do so. The Home Office will rejoice at the opportunity to have Mr. Bennett as its guest and to honor a man of his unmis-takable Pacemaker qualities. Fine work!

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V. P. BENNETT

Mr. K. A. Bachman qualified for Pacemaker membership on December 13. Mr. K. A. Bachman is a brother of "Fighting E. B." who has been so prominently identified with the Pacemakers' Club since its existence. It is a matter of great pleasure to be able to announce Mr. Bachman's election since he has over-come some big handicaps in reaching this honor. He is the kind of a man who "never says die" and perseveres to a successful conclusion. His success in this instance is only carrying out his own personality and manner of doing things, and we take off our hats to him. In the big delegation that is coming to the Convention from Memphis District, none will be more worthy than K. A. Bachman.



K. A. BACHMAN

One of the most successful new Bowserites that we have on our list is Mr. Lee Kuhn of the Memphis Office. Mr. Kuhn qualified for Pacemaker membership on December 20 with 512 points. He did not enter the employ of the Company until March 11, and his election to Pacemaker membership in so short a time in our midst is an indication of the quality of his sales abil-ity. The Memphis District has been making a noble fight this year and Mr. Lee Kuhn's efforts have had a big part in the Memphis achievements.

Photo
Delayed

LEE KUHN

In giving you some idea of the character of the next man whose election we will announce,



R. J. GOODMAN

we will say to you that his name denotes his character. He is a good man. Mr. R. J. Goodman scored as a Pace-maker on December 14 with 503 points to his credit. Mr. Goodman is an old Cash Register salesman, hav-ing successfully sold that product for a number of years. He immediately adapted himself to our line, however, and has been doing a very splendid business since enter-ing our organization. Mr. Goodman is one of those persistent fellows who follows a prospect closely and keeps right after him until he suc-ceeds in getting the name on the dotted line.

Mr. W. J. Bates of Steubenville, Ohio, became a Pacemaker on December 13. This is the "second offense" for Mr. Bates, he having qualified last year. Mr. Bates is one of those affable, pleasant, agreeable men who always wears a smile. This frank, pleasant attitude carries a great deal of weight with his customers. Mr. Bates has been steadily growing in Bowser tank secrets as is evidenced by the larger and better class of orders he is sending in continuously. He is one of the mainstays of the Ohio Sales Depart-ment and a real Pacemaker.



W. J. BATES

No wonder Harrisburg wins the cup when workers of the type of F. Brown of Philadel-phia are struggling for her supremacy. Mr. Brown delivered the necessary 500 points on December 15, mak-ing almost a full house from "Philly." It must give a man an unusual thrill to be associated with such a win-ning organization as the Har-risburg crowd, and unques-tionably it adds zest and in-spiration to a man's work, which helps carry him on to success. Mr. Brown has by close application and diligent, painstaking labor se-cured his Pacemaker membership, and he is the kind of a man of whose membership the Pace-makers' Club can be very proud.



F. BROWN

Spilled the Beans.

Our good friend, John Leitch, says, "The first natural law is order; the other six natural laws dovetail into the scheme of life."



Scientists say, "Nothing stands still—all things by law divine move forward or backward, progressive or retrogressive." We casually observe this in Planets, Nations, Corporations and People. We are interested particularly in people—our own Bowser business people—and I am going to ask if it would not be a good habit for everyone of us to take stock of ourselves once a month; a good time would be when our statements arrive, if we move forward—to ask the question what element made for the forward movement.

I was working with a salesman one time on a proposition to help close a contract; the proposition was a reasonable one, the salesman a well-dressed, clean-cut gentlemanly fellow, a man whom everyone would say by looking at was alright. I knew, of course, there was something wrong with him, and became interested in finding out what that was. We arrived at the place—I was introduced to "Mr. Brown" by the salesman, who immediately began to pat the prospect on his back with his hand, and talk a blue streak. There was no chance for Brown or Taylor until I drew the salesman aside and asked him to let me handle the prospect alone, and wait. He waited close by, near a door leading out into a yard filled with excelsior, scrap paper and loose packings from cases. He emptied his pipe into the yard, a blaze started and nearly consumed the building. NUFF SED.

S. F. TAYLOR.

F. "Hampshire" Richardson became a Pacemaker on December 15 with 503 points to his credit. Mr. F. H. Richardson is the optimistic individual who dedicated the letter to the Pacemakers in the last issue of the Boomer, in which he used the soul inspiring phrase, "Hurrah for the man who doesn't know when he's licked." Well, Richardson had some hard pull the last thirty days, but boys, he pulled across the line with the necessary requirements and some to spare.



F. H. RICHARDSON

Mr. Richardson has been a Pacemaker ever since the Club was organized and he will be one of the men to make Zahrt's knees quake when he extends his hand for the \$250.

Mr. Richardson is married, has two children, lives in and works the greater portion of the state of New Hampshire; owns an automobile, is of a happy and contented disposition, never knows when he's licked, and is some Pacemaker.

Welcome to our city!

WILL AND WONT'T POWER

"Eph'im," said Aunt Eva, "is yo'all gwine ter let dat ornery mewel do jes's he please? Wha's yo' will powah, man?"

"Mah will powah's all right," answered Uncle Ephraim, giving another tug on the bridle, "but yo' jes' come out hyar an' measure dis yere mewel's won't powah."

SOME TOUGH

He took her about her delicate little waist and lifted her lightly up into his arms. Her eyes closed and a wisp of her golden hair caressed his forehead. His breath was fanning her waxen cheek. Suddenly he set her down almost harshly. "Gee," he said, "it sure is tough to be a window trimmer."

"Bind together your spare hours by the cord of some denite purpose and you know not how much you may accomplish."—Jeremy Taylor.

GASOLENE—WHAT IS IT?

"Gasolene is obtained from petroleum in much the same way that whisky is obtained from corn; and like whisky, is capable of raising more hell in a given space of time than anything of its size, weight and previous condition of servitude with which we are acquainted.

"When petroleum is boiled up it gives off cymogene, rhigolene and ether before it lets go of the gasoline, so it will not do to say that this pernicious product is not the result of mature deliberation. It is; and not only that, we believe old "malice aforethought" lurks somewhere in the background. Without doubt, selling them gasoline is a sinister way that "John D." has of getting back at the dear "peepul."

"Gasolene is three times heavier than air; therefore, when the lid is off, this Genii has a habit of hugging the ground, and while the unsuspecting victim is lolling in a sense of security that would do credit to William Jennings Bryan or Henry Ford, it sneaks off in search of light. It has been known to travel five hundred feet, get loaded, and come back to its port of hail in a blaze of glory. It has a yellow dog barking at the moon when it comes to dragging things back home and mussing up the front yard. This half-breed being heavier than air takes delight in mixing with it when not engaged in some other deviltry, and it depends upon how badly he mixes whether he paints the town red or shoots it up. Under ordinary conditions, he will contaminate the atmosphere on a 2 per cent. mixture by volume. Let him go 5 per cent., block his passage, shoot in a spark, and the undertaker will spend a week looking for enough material out of which to make a decent funeral."

THE FIRE ENGINEER.



Delivery wagon of Schubert's Dyeing & Dry Cleaning Establishment in front of their place of business, Fort Wayne, Ind. This establishment is completely Bowserized and is one of the best dry cleaners in Fort Wayne.

"BALANCING UP"

"If your wagon breaks down on the road, and you invent some way to mend it and get in with your load, you are a success. If, however, you go off and sit down on a rock and wait for a ride back to town, you are a failure."

What has the year 1916 been to us who have failed to qualify for Pacemaker Membership? We commenced the year with a splendid asset—the Bowser Line, backed by the good will and the personal, kindly advice of our local manager. We started with hope and confidence.

Just here is where we should be honest with ourselves, and put against those wonderful assets, mentioned herein, all the features which prevented our reaching the coveted goal.

Did we at any time let personal comfort come first? Did we omit to first study the situation, or first jump in and trust to luck? Did we fail to nurse and to train the good thoughts, "we can," "we will"—for even good thoughts need food and exercise? If the balance shows excess baggage, let's be honest with ourselves, and cut it out.

In the next's year's estimate of our endeavors, let there be this strong resolve, "I mean to be "best" for Bowser Line." Let 1917 be our splendid "Come-Back."

(Signed) S. J. Redford.

Pacemaker George A. McCurdy of Michigan recently sold a man two 2-bbl. Cut 1's and one 5-bbl. Cut 241's for his grocery store.

This is the kind of business that has made Mr. McCurdy a Pacemaker.



The Mission Service Station, 14th and Harrison Sts., Oakland, Calif. This Service Station has a Bowser "Red Chief" Cut 101 in constant use.

THE MAN WHO STICKS.

The man who sticks has his lesson
learned;
Success doesn't come by chance—it's
earned
By pounding away; for good hard
knocks
Will make stepping stones of stumb-
ling blocks.

He knows in his heart that he cannot
fail;
That no ill fortune can make him quail
While his will is strong and his courage
high,
For he's always good for another try.

He doesn't expect by a single stride
To jump to the front, he is satisfied
To do ev'ry day his level best,
And let the future take care of the rest.

He doesn't believe he's held down by
the boss—
It's work, and not favor, that "gets
across,"
So his motto is this: "What another
man
Has been able to handle, I surely can."

For the man who sticks has the sense to
see
He can make himself what he wants to
be,
If he'll off with his coat and pitch right
in—
Why, the man who sticks can't help but
win.

—Charles R. Barrett.

A THANKSGIVING EXPERIENCE

We all have reasons to be thankful and we usually take one day off in the year to manifest this feeling in the proper spirit. A newcomer, however, under the Dallas Office, by the name of J. S. Lewis, was so thankful after eating his pork and kale greens that he sold a man a Cut 41 on Thanksgiving afternoon. You'll get by all right, Lewis.

A great many of the salesmen remember C. A. Saunders. Charlie, as he is familiarly known among his friends, is the oldest Bowser salesman in the employ of the company today. He has been resting for a considerable period and just recently took up the grip again.

In the heyday of his Bowser career, Mr. Saunders carried away all prizes that were offered. He is of that aggressive type of salesman who has no comebacks on his orders. Even though his man is sold by high-pressure methods he "stays put."

We are glad that you are back on the firing line again, Mr. Saunders, and we hope that you will be for many years to come. Happy New Year.

Mr. R. S. May is a new name on the roster of the Louisville Office and he works in the Hill-billy district of Leslie, Knox and Perry Counties.

Mr. May is delivering the goods in fine shape and his successful start in our line encourages us to prophesy a successful future in the Bowser Organization for Mr. May.



Equipment of the Duplex Company, Inc., Youngsville, La. This equipment was sold by Mr. Griggs Walker.

In three days last week the Ohio Office received orders for thirty-one Lubricating Outfits, sold to the General Line trade. That shows the trend of things.

Carver Wood landed a whale of an order recently. Carver Wood is doing some business at Skinskinatti.

Mr. H. W. Slone is a new Bowser warrior from Logansport, Indiana. His initial efforts show adaptability to our line, and we bespeak for Mr. Slone a very promising future in the tank business.



John Blevins was the most bashful lad in a Kansas village. For three years he had been keeping company with Sallie Jaimes, but he could not bring his courage up to the popping point. One Sunday night, as John was leaving the front yard of his inamorata, he encountered the old man, who had begun to chafe under the diffidence of his daughter's sweetheart.

"Look-ee here, John," exclaimed paterfamilias, "you have been coming to see my daughter for several years now, and I want to know what your intentions are."

"W-w-well, s-s-sir," stammered John, "I am aiming t-to m-marry her."

"Aiming!" snorted the old man. "Well, don't you think it about time that you fired?"

The new draft had just arrived in France and the men were exchanging notes with the old hands.

"Do they feed you well out here?" asked one of the raw hands.

"Oh, not at all bad," replied the campaigner—"not at all bad! Good breakfast and good dinner and always pudding after dinner."

"Pudding—eh? What kind of pudding to-day?"

"Oh, the usual kind—windmill pudding!"

"Windmill! What sort of pudding is that?"

"Why, if it goes 'round you get some."

At a domestic economy lesson, a young marton was asked by the lecturer to state briefly the best way to keep milk from souring.

After some reflection the young woman replied:

"Leave it in the cow."

"Talk about torture."

"Yes."

"Nothing is worse than sitting in a barber chair with your mouth full of lather watching the boy trying to give another customer your Panama hat."

Hope is the mainspring of human action; Faith seals our lease of immortality; and Charity and Love give the passport to the soul's true and lasting happiness.—Street.

In the neighborhood of Shanghai an English sailor on his way to the foreigners' burial ground to lay a wreath on the grave of a former comrade met an intelligent-looking native carrying a pot of rice. "Hello, John!" he hailed, "where are you going with that 'ere?" "I takee put on glave—glave of my flien," said the Chinaman.

"Ho! ho!" laughed the sailor. "And when do you expect your friend to come up and eat it?"

"All time samee your flien' come up and smellee your flowers," replied John.

"It's no use," growled Mr. Smith to his wife from the bathroom. "I can't do it."

"What is it, dear?" asked his wife in alarm.

"Why, the doctor told me this morning to drink hot water an hour before dinner for my indigestion. Here I have got a quart down, am nearly bursting, and I haven't been drinking fifteen minutes yet!"

A strange man had been sent to polish the floors. His manner was anything but energetic and the lady feared he would not polish them properly.

"Are you quite sure that you understand the work?" she inquired.

His indignation was tremendous.

"You know Col. Dell's folks next door," he said. "Well, I refer you to them. On the polished floor of their dining room five persons broke their legs last winter and a lady slipped clear down the grand staircase. I polished all their floors!"

She—Isn't it disgusting to find a worm in the apple you are eating?

He—There are worse things.

She—For instance?

He—Finding half a worm in an apple.

A humane society has secured a downtown show window and filled it with attractive pictures of wild animals in their native haunts. A placard in the middle of the exhibit reads: "We were skinned to provide women with fashionable furs." A man paused before the window and his harassed expression for a moment gave place to one of sympathy.

"I know just how you feel, old top," he muttered. "So was I!"

He who receives a good turn should never forget it; he who does one should never remember it.—Charron.

Personality

is the greatest asset in the category of man's qualifications. Wealth can be dissipated, health can be sacrificed, position can be undermined, but personality is a subtle force so powerful that its resistance is immeasurable. Personality is largely a birthright but it can be found to a greater or lesser degree in every man and woman. It is an invisible force, intangible, yet radiating with clinging tenacity, engulfing and immersing, commanding obedience and submission. Its action is unseen but keenly felt. It is a magnet, irresistible, powerful, working through space, subtly, quietly and with an influence that has the tendency to create willing submission, pleasing surrender and good natured tolerance. Personality makes for leadership, dominating assemblies, commanding situations and dictating terms. Fortunate is the man who has a great personality; not beauty, nor yet education, nor yet wealth, but just personality. It must be a natural gift, nurtured and matured by right living, high ideals, clean thinking, intelligent application, indomitable energy, whole heartedness, love of fellowmen, good nature, happy disposition, optimistic expression and all round decency. Personality can be developed and the successful man in every avenue of life's work is that man who realizes this very potent fact and who develops his personality until "*HIS LIGHT SHINES.*"

Such are the leaders of men for personality

—Leon M. Hattenbach.

Is Power

HAPPY HORACE

"Haven't seen Horace at the club lately, Mrs. Bossy. Is he sick or what's the matter?"

"Horace," said Mrs. Bossy severely, "stays at home now, and enjoys life in his own way as I want him to."

Just picture what you would like to have people think of you—then try to be that.

A man who trusts to luck has a false friend.

The man who fails hopes for the best; the man who succeeds takes it.

RESOLVED: That I will be a better man during 1917 than ever before in my whole life; that I will with increased vigor spread the Gospel of Good Cheer; that I will labor diligently to improve myself in every way; that I will by my conduct be an example and inspiration to the young men about me to a nobler life; that I will cheer as many hearts and dry as many tears as I possibly can; that I will stick to my work and make my business a success; that I will register early as a Pacemaker and make 1917 the crowning year of my career.

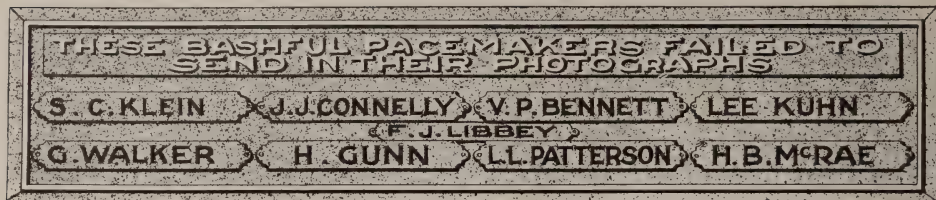
The Brown & Green

January 10, 1917

Vol. 15

No. 2





And Then Some.

Kingsley and his bunch of "rooters"
Are surely a gang of big horn tooters.

Barnet from Rocky Mountain clime
Has a delegation quite sublime.

Dorseh, the Senator back home,
Brought everything but the Capitol dome.

From sunny Folirda we behold
Clint and his men so brave and bold.

Hance's delegation grows,
A dozen and a half "Canadian snows."

Dapper Claudius of Broadway fame,
Brought his men in on a special train.

"Prince Charming" Colwell, you will note,
Brought "Strong Arm Hess" the cup to tote.

From California's sun-kissed coast
The President doth Johnson boast.

Ye yankee hosts and Billy Mann
Will win, begosh, if any can.

He must be shown, 'tis very plain,
Lew Porter from Misouri came.

The Prince arrives in triumph grand,
His loot and love cup to demand.

There's Herman Brown from Cottontown,
Who brought a handsome army down.

Stoves, celery and autos, too,
Were harvested by Bowser's Michigan crew.

On Whitecomb Riley's hoosier farm
Jack Burow spreads his winning charm.

Colonel "Dud" from Louisville town
Fetched fighting men of great renown.

The leader in the glorious fray,
With Walker's Buckeyes dwells. Hur-rah!

SURE MIKE!

Gentlemen, it gives me great pleasure to find that our Pacemakers' Club has grown to the immense proportions as demonstrated by this enthusiastic gathering. 170 Pacemakers is a very creditable record for 1916 and it fills every one of us brim full of "pep" and enthusiasm. What we are going to do the next year is to not only hold our own, but make good the resolution which we made last year—Every Man a Pacemaker.

—W. V. CRANDALL.



R. S. COLWELL, MGR. HARRISBURG DISTRICT

I told you so.

—R. S. COLWELL.



HAVE YOU SEEN "NINA?"

Have you seen "Nina?" Away out in Lake Ontario, about eight miles from "No Man's Land," we find a little piece of land called "Calf Island." Why they call this "Calf Island" we do not know. We do, however, know that although it was no man's land, Billy Mann went up there to spend his vacation last summer and was accompanied on this trip by "Cad" Eggleston and some more live wires. We have also heard rumors that Bert Bowser was in on this same expedition, but the map as outlined above does not include him. Funny

that Bert would not sneak into the picture—we have never seen him miss one before.

Anyway, there was a great deal of fishing done during this time, but whether or not there were any particular conquests in this direction, we have not learned. A man can fish and fish, but it's the results that count. From a pretty reliable source we learn that Eggleston and Bowser were very fortunate in their black bass catches, but the red reflection of Billy's hair in the lake was absolutely incompatible with the feelings of Neptune's daughters. They gleefully danced around the sunshine of his ruddiness, but nary a hook did they approach.

When the big shore dinner was pulled off, Billy Mann, because of his absolute failure to contribute anything toward the big feed, was penalized by the ladies of the crowd to the extent that he was compelled to peel all the potatoes for the occasion. Of course this all flustered Mann up a bit and he turned more red than ever—in fact, he tried to hide, and when he did "hide" after the big festivities were over with, most of his hide vanished. So peeling potatoes and peeling Mann in "No Man's Land" on a fishing expedition which encountered "Calf Island," would lead one to ask the question—have you seen "Nina?"

And I was not discouraged by the seeming magnitude of the undertaking, as I have always thought that one man of tolerable abilities may work great changes, and accomplish great affairs among mankind, if he first forms a good plan, and, cutting off all amusements or other employments that would divert his attention, makes the execution of that same plan his sole study and business.—B. Franklin.

W. R. HANCE, CANADIAN MANAGER



Present indications are that we will have no difficulty whatever in winning the Cup during 1917.

—W. R. HANCE.



THE 1916 TABLET CUTTERS



The Men Who Stand at the Helm



D. S. JOHNSON, MGR. SAN FRANCISCO DIST.

The "Golden Gaters" will be high raters. Prospects look just wonderful.
—D. S. JOHNSON.



A Friend's Greeting.

I'd like to be the sort of friend that you have
been to me;

I'd like to be the help that you've been always
glad to be;

I'd like to mean as much to you each minute of
the day

As you have meant, Old Friend of Mine, to me
along the way.

I'd like to do the big things and the splendid
things for you,

To brush the gray from out your skies and
leave them only blue;

I'd like to say the kind things that I so oft have
heard,

And feel that I could rouse your soul the way
that mine you've stirred.

I'd like to give you back the joy that you have
given me,

Yet that were wishing you a need I hope will
never be.

I'd like to make you feel as rich as I who
travel on

Undaunted in the darkest hours with you to
lean upon.

I'm wishing now, Old Friend of Mine, that I
could but repay

A portion of the gladness that you've strewn
along my way,

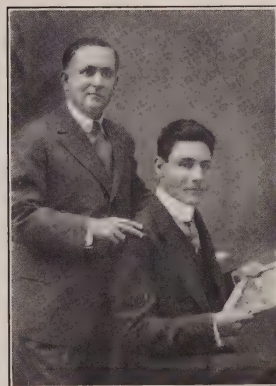
And could I have one wish today, this only
would it be:

I'd like to be the sort of friend that you have
been to me.

—J. D. GUMPPER.

THE FINAL STANDING OF THE FORTY HIGH MEN.

1. R. S. Johnson.....	Ohio
2. W. C. Halsey.....	Albany
3. E. L. Milliron.....	Harrisburg
4. W. V. Crandall.....	San Francisco
5. W. B. Stamford.....	Harrisburg
6. R. Coddington.....	Denver
7. S. F. Taylor.....	Albany
8. G. W. Scott.....	New York
9. K. F. Hesse mueller.....	Harrisburg
10. R. W. Jewel.....	Denver
11. W. A. Armstrong.....	Michigan
12. N. Paquette.....	Toronto
13. H. A. Vortigern.....	Harrisburg
14. H. F. Babbitt.....	New York
15. H. T. Purdy.....	Atlanta
16. A. G. Hartgen.....	Harrisburg
17. F. H. Peeples.....	New York
18. N. Mattingly.....	St. Louis
19. W. M. Booker.....	Harrisburg
20. C. A. Weego.....	Chicago
21. C. C. Fredericks.....	St. Louis
22. W. W. Ince.....	Dallas
23. J. J. Behen.....	Chicago
24. F. A. Knoche.....	Indiana
25. T. C. Potts.....	Ohio
26. J. J. Connelly.....	Chicago
27. J. J. Manning.....	Chicago
28. J. F. Vonderembse.....	Denver
29. R. H. Sherlock.....	Chicago
30. R. T. Lawrence.....	Chicago
31. C. Wood.....	Indiana
32. L. W. Crow.....	Atlanta
33. R. D. Leonard.....	Harrisburg
34. F. H. Kilver.....	Denver
35. C. I. Benford.....	Denver
36. J. M. Tucker.....	Dallas
37. J. T. Gibbons.....	Washington
38. D. W. Darden.....	Washington
39. E. F. English.....	San Francisco
40. G. P. Stovall.....	Washington



Two Hustling Foreign Salesmen—J. M. Duenas
Jose De la Torre.



W. M. MANN, MGR. ALBANY DISTRICT



Diplomatic persistency will land us on top in 1917.

—W. M. MANN.



Officers and Directors of The Pacemakers' Club.

— 1916 —



T. D. KINGSLEY, MGR. CHICAGO DISTRICT

Bear this in mind: You will find "the harvesters" carrying away the honors during 1917.
—T. D. KINGSLEY.



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E. J. GALLMEYER, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV JANUARY 9, 1917 No. 2

A PACEMAKER

IS ONE WHO LEADS

MY! WHAT A G-R-A-N-D
ARMY OF LEADERS

All Hail the Hosts of Alexander!

They have successfully met and overcome all the obstacles that were thrown in their way during the past year, and today are "sighing for new worlds to conquer". Did you ever see a happier, more cheerful, "pleased-to-meet-you" bunch of men in your life than this bunch of Pacemakers? Once every year the big party is put on at Fort Wayne, and the "hosts of superlative" are beckoned to the festive board. The "Fest" is on, Boys, and we hope that you are having a mighty good time. We certainly enjoy your presence in our midst; we have left nothing undone to arrange an enjoyable program, and we hope that our efforts measure up to your expectations. Plunge right into the thick of everything and enter into the spirit of the occasion. This is your good time and if you don't see what you want, ask for it.



L. E. PORTER, ACTING MGR. ST. LOUIS DIST.

Crops have been excellent, which indicates a certain victory for 1917.

—L. E. PORTER.





AMERICAN AMBULANCE HOSPITALS.

It will no doubt be of interest to the American Sales Organization to learn that the American Ambulance Hospitals who are doing their share toward caring for the sick and wounded in war-torn Europe are equipped with Bowser outfits.

Mr. Robert L. Granger, who congratulated himself with all the Pacemakers at the Pacemakers' Convention a few years ago, has been awarded the French Military Cross for bravery. He has always been a brave Bowser warrior and has deported himself in like manner for his country.

Did you bring some oranges with you, Laughrey? We're just crazy about sun-kissed fruit.

His Majesty, Fickler. Yes, my yes, just goes in and takes business right away from the unsuspecting Canucks.

Isn't he the handsome fellow? Who? Why, Mortimer D. Richards, of course. That's because he's married now.

Oh, say! De la Torre wears the smile of satisfaction becomingly. He's another of our foreign boys who recently joined the benedicts.

This space was originally set aside for a cut of our Export Director, Mr. R. G. Schulz. Too bad the negative was not delivered and this will remind R. G. of his promises. Come again.

Lil Ol New York is mighty proud of H. F. Babbitt. Over on the Jersey side.

That brotherly love squad—Booker, Brown, O'Neil Samford, Vortigern. Say, Jim, you sure can be proud of that bunch of cup winners. Who pitches today?

Sigler? Sigler? Where have we heard that name before? Oh, yes! Another mighty Texan. Welcome to our city.

English, when the man goes to take your picture ask him if he doesn't think that the climate is simply grand.

Soaring Cotton Klein, right in line. A live wire Memphis Pacemaker.

The Baltimore King, W. G. Chandler, is some orator. Greetings! Have a good time.

A rider of the purple sage is Mr. C. O. Hottel, of Morman land. A successful writer, too, of orders.

J. W. Merickel is here again with the Buffalo robe.

Say, Connelly, who's your friend that brought his bowling ball along?

That man Weems is some salesman. He brought the Dallas bunch to Fort Wayne in his special car.

Good morning, Senator. Tell us where the leak is in Washington. Oh, you're not Gibbon (s) away anything today.

THE MID-WESTERN DIVISION

The Mid-Western Division has something to crow about. One cup-winning office, one Pacemaker Vice-President, one Pacemaker Secretary, and fifty-five Pacemakers! Some record, Mr. Murray.

All gaze upon the newlywed, Mr. C. M. Hunter. He blushes so winningly.

Say, Offerle, what's a oxemeter? Don't know? Ask Davies.

Where life is worth living is the cry of Detroit and her special emissaries, Messrs. Armstrong, Goodman and Hageman.

A new Bowserite is L. C. Tanner. Doesn't he wear the Pacemaker toga becomingly?

Law me! C. P. is on the job, alright. Some nifty, don't you think?

Handsome F. M. Kennedy of San Francisco is a Director twice in the same place. Wow!

We are mighty glad to renew the old acquaintance, Mr. Bird. It's been a long time since you paid us a visit. You're looking five years younger than you did five years ago.

Stand aside, stand aside. He is one of the Prince's warriors. Mr. R. L. Matthews, of Dallas.

E-G-G-I-E spells Eggy, from Watertown, N. Y., the past President of the lodge. Yes, he says he'll do the same thing over.

The same old "Bob," the tablet cutter. Getting to be a habit, isn't it, Bob? And improving with age.

Mr. A. M. Lucas, from New Mexico, just can't help being a Pacemaker. It's born in him.

Jack Behen, from Chi, is on deck with the same old smile. Howdy, Jack!

Pacemaker Clement is looking fine. That's because he has a happy disposition and was treated nice by Santa Claus.

Well, well, well! If this isn't our old friend, C. J. Rogers. How's the wife and babies?

C. I. Benford? You bet I do. He's a King in the full house of Denver.

B-r-r-r! But it's cold up here. Now, down in Mississippi—hold on, Bachman, you should feel comfortable, it's a very warm convention.

Will someone please page Mr. Leonard. Mr. R. D. Leonard from Harrisburg. Yes, that's the fine looking gentleman.

If you get real close to D. W. Darden, ask him who he is going to accompany to the basket ball game Thursday night.

Hello, Defler! Glad to learn you are feeling pert.

Say, Mac, how's dear Old Go-gia? You sure hit 'em up strong.



B. L. PRINCE MGR. DALLAS DIST.

The proof of the pudding is the eating thereof.

—B. L. PRINCE.



THE SMILE

Have you noticed the \$6,000,000 smile of "The Old Man"? This has been the busiest of busy years for Mr. Bowser and he tells us he never felt better in all his life. He sure looks it.

Say, Matt, now listen. That's all they need do for you and then goodbye savings account. A little later they own a Big Chief.

Can't Fail Holstein, true to his trust, said: "I'll be a Pacemaker, or surely bust."

The genial Beau Brummel from the Golden Gate came dolled to the limit and wasn't late. Oh! ho! Mr. Klotz.

Land sakes, but Mr. L. B. Gilbertson came into the shrine with a rush. Some finish.

Enter Mr. F. J. Libbey, the Broadway star. The best is always served up last, so here you are.

How we envy that man J. H. Wilson, living as he does in that beautiful Denver town. There's a reason.

"Shure-Come Johnston" on the job again. Can't help being on the job selling goods as he does.

"Alphabetical Meyer" from Memphis town, making a winning debut in the Pacemaker circle.

'Tis said of A. L. Corbin that he never leaves the ship until he safely has the documents in his little grip.

Oh, you cowpuncher—W. N. Throop. Some noisy bunch you're with.

Leave off your furs, Mr. McNown. It's not quite as cold here as back home; besides we're having a warm time.

Beautiful Isle of Somewhere is the territory of J. C. Harding. Ask him how he likes the climate.

Mr. H. Dalgaard has lots of sport in his yacht on Long Island Sound. Just sound him out.

Columbia, the Gem of Tennessee—at least D. Moore thinks so. You wrote up a mighty fine business, Denver, old scout.

C. "Woodrow" Wilson from Kentucky can squeeze an order out of more tight places than anyone you ever heard of. How well we know!

A stands for Allen. G. W. for George Washington. Just size him up. That alone will tell why he always wins.

J. E. Allen, the Michigan man, won the Directorship, and my, how he ran.

Our Lady of the Snows is some title for his prose. Just leave the thing to T. H. Rhodes.

Mr. J. C. Long looks and feels at home, and we are glad to have you feel that way. We have been long-ing to meet you.

Why, hello Bob! How are all the little Maxeys?

That silver-tongued Mr. J. C. White, the poet laureate of the Dallas organization, has again ingratiated himself with all the Pacemakers.

THE COLONEL

Oh, yes, Rod. Looking some "pert," don't you think? Some handsome and happy. The Central crowd scored the first tablet position and brought oodles of Pacemakers.

Mr. P. S. Cornell, one of the conspicuous of the Canuck delegation, looks as hearty as ever.

Well, well, well! If it isn't the old knight of the Bowser grip, Mr. A. E. Moffatt. We've been hanker-ing to see you. Some song writer.

Youthful Mr. E. H. Murdock of the Windy City delegation looks the part of a winner. Just turn to his picture.

Mr. J. M. Roy is there with the smile. That's be-cause he won out by a mile.

Hello there, Scroggs! How's the little old Flivver? Must have ruined it the way you burned up the roads the past year.

Ho! ho! Our old friend, Sherlock Holmes Sherlock, the sleuth of the Chicago Office, champion bowler, etc., is a five-timer.

Mr. E. R. Handley is mighty handy when it comes to getting the name on the dotted line.

And here's our old friend, H. W. Oatis from Atlan-ter. He certainly has a punch.

The way G. P. Dickey won out this year is surely an inspiration. Did you bring the trunk with you?

Oh, ladies, lookee here. R. T. Lawrence from Du-luth with the full house of Pacemakers.

The way Nod Brown is compelled to nod when he goes down the street you would think he were mayor of the town. They're only old Bowser friends to whom he's sold tanks.

Hello, Griggs Walker! Twenty-cent cotton helps some. How are all the folks?

Well, if that old Bowser patriot, E. P. Walker, doesn't get younger every year. He sure put up some scrap for the Directorship and only missed it by a hair.

The top of the morning to you, Colonel Carrington. What may we do for your pleasure this morning?

Mile-a-minute-Murphy on the job again. Never missed the Club since goodness knows when.

Well, I do declare, Mr. Veirs. E. L. sure looks del-ightful.

Old Dan Tucker was a fine old man and so's his namesake, J. Milton. From Houston, if you please.

Smiths may come and Smiths may go, but T. L. goes on winning right along.

"Ship-at-once Hartsough" is exhibiting some genial disposition.

"Say, boy, page Mr. Pritchard, that live wire Direc-tor from the Indiana District."

Smiling R. L. Duncan is very much the same. Al-ways winning, always adding fame.



C.C. BARNET MGR. DENVER DISTRICT

Again I say: What we have, we hold—every man a Pacemaker.

—C. C. BARNET.





IT'S GOT TO GET OUT A SPECIAL EDITION OF THE BOOMER!!

SAY! JUST A MINUTE

I TOLD THAT ONE TO A PROSPECT IN KABASH AND TURNED AROUND GAVE ME AN OFFER FOR SIX, Z-BAR CUT 1153

HAVE A CIGAR

REMEMBER ME, MR. BRINGS

WHEN I SELL A MAN I DO IT JUST LIKE THIS

SAY YOU'D BETTER NOT LET THE ARTIST CATCH YOU DOING THAT!

AND SAYS HE-

AW I DON'T WANT TO GO OUT TO THE BOILER SHOP

OH, GEE! I'M TIRED

YOU GO THREE BLOCKS THAT WAY AN' SEVEN BLOCKS THAT WAY AN' THEN COME BACK FIVE BLOCKS AN'?

AN' THE COO-COOS ARE COOIN'

WHY BACK IN FRISCO THE FLOWERS ARE BLOOMIN' BIRDS ARE SINGIN'-

AN' THE HUMMING BIRDS ARE HUMMIN'

AND SAYS I-

SO THIS IS MR. SAVERCOOL'S OFFICE!

GOLDEN GATERS

SAY MR. BECHTEL!

I TOLD HIM I CONSIDERED HIS ARGUMENTS SOUND AND I DIDN'T MEAN THAT FOR A COMPLIMENT, EITHER.

EXTRA! ALL ABOUT TH' BOWSER PAGE-MAKERS

YOU KNOW ME, CHIEF!





MORE LIVE WIRES

Another member of the firm of Lawrence, Murray, Hegiman, MacRae & Company enters the Pacemakers' Club. Mr.

MacRae did not embrace the Bowser fold with his personality until February 1st, but he has since certainly impressed himself upon same in an indelible manner. He scored on December 23, with 500 points, after a very spectacular finish of the year's work. We are all delighted indeed at Mr. MacRae's

Photo
Delayed

MR. H. B. MACRAE

visit to us on the first of the year, for we are certainly going to extend ourselves on the good-time proposition. Mr. MacRae's unusual accomplishment was brought about through his valiant efforts and tenacious persistency in getting the name on the dotted line. He is a high-class salesman and a real Pacemaker. Congratulations, Mr. MacRae.

Mr. F. J. Libbey is one of the Pacemakers registering this year, who has not previously been a member of the Club. However, we understand that it was not through lack of work or ability on Mr. Libbey's part that he did not register sooner, but because of a chain of unforeseen difficulties.

Mr. Libbey is well known around Passaic, N. J., as a disciple of Isaac Walton. He is also well known round the Bowser plant as a mighty angler in another line; the way in which he fishes for business is bound to bring results, and we take great pleasure in making this announcement of Mr. Libbey's election to the Pacemakers' Club.

May you register early and often.

Photo
Delayed

MR. F. J. LIBBEY

Mr. L. P. Cox of the Louisville Office again scored as a Pacemaker on December 22, with



MR. L. P. COX

502 points. The qualifying for Pacemaker membership of Mr. Cox is a matter of no small achievement when we consider that he has been severely handicapped on all sides the past year. His has been one handicap after another, and with this in mind we can more heartily congratulate him. The outstanding qualities of Mr.

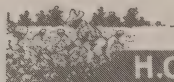
Cox are his determination and persistent plugging six days in a week. Mr. Cox was a member in 1914 and '15, and this makes his third offense. We are further congratulating you on your consistency, Mr. Cox, and hope you will always register early.

Why, hello Bob! Our old friend and Bowser co-worker of years and years standing joined

the superlative circle on December 22 with 505 points. Mr. Fleming came into the Bowser Organization in nineteen-four or five, and is very well acquainted with the ins and outs of the Bowser business. Mr. Fleming was assistant at the Denver Office, and was later transferred in the same capacity to the Atlanta District. Late last year he resolved that he would try the game as a salesman, and has proven himself master of the job. This success of Mr. Fleming's is worthy of the very highest praise, and we sincerely trust that since he has now identified himself with the Pacemakers' Club, he will, in the future, register early and often. Fine work, Bob!

Photo
Delayed

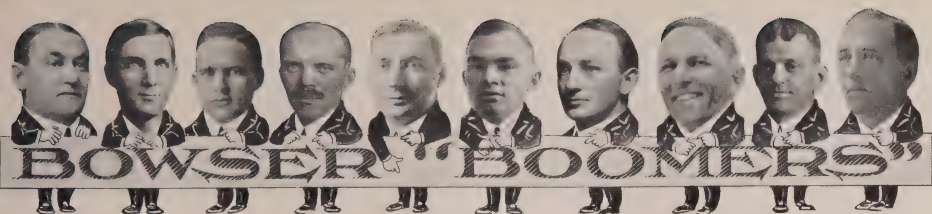
MR. R. E. FLEMING



H.C. CARPENTER MGR. ATLANTA DIST.

Did you see how we made Prince hustle?

—H. C. CARPENTER.



Mr. L. B. Gilbertson is one of the younger salesmen in the San Francisco Organization. If there is any one thing that characterizes the sales force of the Coast, it is the stability of the Organization, and one of the men who can be figured an **old Bowserite** for "delivering the goods" if not in years, is Mr. Gilbertson. He scored as a Pacemaker on December 8, with 500 points, marking his initial entry into the Pacemaker fold. Mr. Gilbertson is known for his very hearty handshake and his ability to make friends quickly.



L. B. GILBERTSON

Mr. C. F. Hohlstein, one of the "Fighting Canucks," landed Pacemaker membership on December 21. Mr. Hohlstein is not only young in years, but is practically a new man in the Bowser Organization, and this, his qualification as a Pacemaker is certainly indicative of the man's high sales ability and his future possibilities. He is a "live wire" in every sense of the word and a hustler from dawn until sundown on every conceivable avenue of business. We are mighty pleased at Mr. Hohlstein's success, and extend our heartiest congratulations.



C. F. HOHLSTEIN

Wife—"John, you'll have to take that ball away from baby; he hit sister on the head with it."

John—"Yes, dear—but you should have seen the curve the little cuss had on it."—Puck.

Lawyer—"Do you drink?"

Witness (quite huffy)—"That's my business."

Lawyer—"Have you any other business?"—Widow.

Talk about your "grandstand finish." The way that man, W. H. Ladd, came under the wire beats any Cobb-Collins stunt ever pulled off. Mr. Ladd closed the year by selling eighteen outfits during the last week of the contest and placed his name on the Pacemaker roster with many points to spare. This demonstration again teaches us the virtue of persevering. Mr. Ladd is an old Bowserite, having the reputation of being one of the best known automobile men in New York City. He is perhaps the first man who sold Bowser outfits to the garage trade in that city. He is a very successful salesman, was a Pacemaker last year, and is a man of very pleasing personality. Fine work, Mr. Ladd!



MR. W. H. LADD

Here we go—Weego. Where do we go? Oh, to the show—looking "mighty lak a rose" Weego.

A. G. Hartgen, the Harrisburg Director, who so ably directed the cup-winning Pacemakers, looks like a million dollars. S-o-m-e t-h-e-r-e!

HAVE YOU SEEN BILL?



Sure, Bill Bersch—the busy gentleman with the Auditor sign on his door. Listen as Matt would say: Bill's been going it from dawn till sundown for a month to see that we're all well fed and entertained. The "some there" results tell.

There are three **goods** which no job is good without, and without which no job is good enough—**good** workmanship, **good** materials and **good** judgment.

A.W. DORSCH MGR. WASHINGTON DIST.



"Senatorially" speaking, we were "some there" on the finish.

—A. W. DORSCH.



The Five-Year Men



When Greek meets Greek there is something doing. T. C. Potts meandered over to Buffalo last year and called on our old friend, S. A. Collins. Potts always having something to sell tried to dispose of his \$2.00 interest in Brown's goat to Collins. Collins as Supreme Commander of the Lodge of Yellow Dogs was sorely in need of a goat and Potts offered his interest for thirty cents. When the lodge goes into executive session it is quite probable the trade will be made. How about it, Brown?

Would that we had a gift so great as to properly extoll the wonder-workers of C. Wood.

Mr. Lee Kuhn is another one of the Memphis men who helped keep that office in the limelight. He is a hale fellow well met and we're glad he is at the big fest.

Mr. W. S. Johnson insists that they will take home the cup next year. Here's hoping.

"His Majesty Tunstall" rolled up a mighty enviable record for a new Bowserite. Make it a whopper this year, H. M.

"They're counting him with Indiana, but he picked his cotton out of our patch. Who's that? Why, F. A. Knoche, and a good sized piece of cotton Fred did pick.

Who are those imposing looking gentlemen coming down the aisle? Oh, they are Messrs. Stearne and Beique of the Toronto aggregation.

Oh, you mean R. C. Foster, the man who rolled up a big record in Texas. He is some Pacemaker.

Genial F. E. Bragg, who has the red-streak Ford, is all the mustard in his Pacemaker record.

Lively L. Patterson knows how to deliver the goods in winning style, and, say, there's some class to that man.

N. Paquette, of the Toronto Office, was some running up for tablet position. The letter "N" must stand for Napoleon for his statue and achievement rival Napoleon the First.

J. Vonderembse of Denver is on deck with his winning smile. Have you seen him? Looks great, doesn't he?

That Director for Washington is unquestionably some there. Ever hear about Virginia? You should hear him tell it.

Two million people read the Brooklyn Eagle and there have learned of the mighty achievements of F. H. Peoples. The top of the mornin' to you.



H.W. BROWN MGR. MEMPHIS DIST.

Did you observe us steaming up the Mississippi? "Some spectacular"—eh?

—H. W. BROWN.





THE BIG CHIEF

If you won't breathe it to a human being we'll let you in on a secret. The Big Chief thought he'd like to learn to play golf and he bought quite an expensive equipment so as to go at it right. He then boldly set out to smite the elusive pill. Come close, now, while we whisper this: When he took his driver in hand and approached the initial tee the clouds lost all their silver lining. He had grown so portly he couldn't see the ball. Exit golf.

Give this gentleman a wide berth—W. C. Halsey. We'll see—Will C. Halsey on the tablet.

Looking as "Purdy" as ever, is our old friend, H. T. from Birmingham. Some class to him!

"Sparta Free-Own" Taylor from Fairfield county, Conn., if you please, is looking as dapper as ever and wears the usual genial smile, only a little broader.

J. J. Manning, our Secretary, is some write-up man. He has written more orders during 1916 than in any previous year with the Company.

Our Treasurer, Mr. R. W. Jewel, is here with the "jewels." All right, Jewel, you'll do all right.

"George Washington" Scott, the "slab marker" from New York, looks as delicious as ever. Have you observed that tablet-cutting smile?

The "Wyoming Ranger," Old Dad Coddington, is here after a mighty fat year's business. It must be a splendid feeling to be a tablet cutter, especially so when you have the opportunity to be on the same tablet with your old-time friend and boon companion, eh, Dad?

"Woodrow Wilson" Ince is no small breeze in the Dallas delegation. Have you heard his noise?



Oh! The Cruel World. Pipe how this Poor Slave has to Work. J. P. O'Neil at his Desk.

The mighty hunter took up his gun. Our own Jack Burrows stole away from the din and noise of Pacemaker preparation long enough to seek in the "wild" for game. He walked and walked and walked and walked, and he sought and sought and sought and sought until his frame became weary, his spirit dampened, and his ambition in the hunting direction all fagged out. When he had "hoofed it" from one of the nearby villages to Fort Wayne, he was encountered by one of the Boomer correspondents who asked where he was going. He said: "Man, listen—there is only one place I wish to go now, and that is home. Home, Sweet Home," chanted the mighty hunter, "where I can rest my weary bones."

The "Fighting Pacemaker," Mr. C. M. Hunter, has taken unto himself a wife. Notice of this Hunter's success came to the editorial sanctum recently, and we extend our heartiest congratulations to C. M. and our very best wishes to the bride.

It is with great sorrow that we record the death of Mr. J. G. Pinkston's father. His decease took place on December 27 after an illness of some fifteen days.

The last syllable in W. B. Stamford's name is better known than he is. Nevertheless, he is 'some goer.' Would you like a game of golf, Stamford?

I. L. WALKER MGR. OHIO DISTRICT

Let me reiterate: We will win in the walk.

—I L. WALKER.





Say, Fritz, how is everyone on the western slope? You certainly look natural.

One of the wise men from the east is Mr. E. L. Milliron. One of the easiest things he does is become a tablet cutter.

Hello there, Hes. Smoke Town sure was good to you. Too bad there aren't four tablet positions to be awarded. Try, try again.

That handsome lad with the winning smile is L. J. Murray who leads by a mile.

There is H. O. Cuddie from Canadian snow. You can't accuse him of being slow.

For the slow train through Arkansas Ecke doesn't wait. He travels his territory quite up-to-date (in a Ford.)

There's H. A. Vortigern, little and mighty; his wife always tells us he's awfully flighty.

Way down south below the land of cotton you find L. W. Crow—always crowing for business and always succeeding.

Champion F. H. Sullivan is sure some handsome lad. We are glad to make your acquaintance.

Mr. W. B. Jamison, of the Famous Frisco Fighters, is on deck and enjoying himself immensely.

Hello, George McCurdy! Looks mighty natural to see you about.

Another one of the dozen and a half successful Canucks is Mr. R. S. Gilchrist. If you haven't met him, don't fail to do so.

A Broader Business Builder is Mr. Trammell. He is an all-round Bowserite, all right.

Another cup-taker of some style is Mr. C. R. McLaughlin.

The man with a peculiar Ford, Mr. H. D. Murdock, is a brother of the song-bird. Come right in and join in the festivities.

Mr. C. A. Millman has a name that sounds almost like million. He counts his friends by that number and we hope that his dollars are rapidly approaching the same proportions.

Just a moment, Mr. Orchestra Leader—sh! We wish to introduce Mr. I. M. Camden, a real Pacemaker from Ohio. He sure does things up brown.

"Sell-Em-Chief-Sentry-W-J-Bates" from Steubenville. He is certainly in fine fettle.

The old town of Brotherly Love is rapidly being awakened by energetic F. Brown.

Oh, yes, K. A. Bachman is a brother of fighting E. B. K. A. has warring tactics all his own which have certainly proven successful.

V. P. Bennett seriously considered coming to the Convention in his flying machine. He did not, however, wish to create too much disturbance. Where he sits is the head of the table.

C. C. Fredericks in his high powered car brought in orders from near and far. Some speed artist.

Oh, yes, Mr. W. A. Merrill from the furniture city is again a Pacemaker, and he has intimated to us that he has tablet intentions for this year.

Some people are left out in the cold, cold world, but if they are as resourceful as our Mr. W. N. Deming, who carries sunshine right with him, the icy chill of opposition melts before their radiance.

The Governor of the state of Maine, Mr. N. A. Ring, still handles everything with his supreme complacency from the front seat of his Cadillac. Three cheers for Nate.

That is he—Mr. A. G. Locke of the Albany Office. Some class to those Yankee men.

The way W. B. Goolsby and R. C. Chatham piled in the business was a caution. Some successful team.

And here are the Wards again—D. and J.—both five-year men and winners of the 250 iron men.

Said G. A. Merickel out in California: "We have roses blooming now. B-r-r-r! but it's cold." Zat so?

A newcomer of real class is Mr. C. H. Kiley. Note the beaming countenance.

Full-cash-with-order Lowe put up some classy scrap to help "cop the cup." Now for a "lil" speech.

Yes, the handsome man in the front row is W. C. Smith from Seattle. What did you say about phoning?

Arkansas? Why, that's the state noted far and wide because of its famous citizen, Mr. M. A. Ashley. A real Pacemaker.

No, little girl, New Brunswick was made prominent by K. N. McIntosh, one of the fighting Canucks.

A globe trotter, we said, and still trotting. Allow the introduction of Mr. C. L. Powell.

Villa, Carranza, or Obrigon—it makes no difference. They have all fallen for the winning smile of R. E. Tomlinson.

A young, successful, good-looking Pacemaker is J. H. Smitha, of Memphis. No, he's not married.

Harry Gunn, first aid to his highness, the "Prince," will win a tablet position this year. Sure thing.

Everybody has met Mr. F. E. Walters, of San Francisco. A Pacemaker in every sense of the word. Going to do it again? Most assuredly.

Police! Police! Oh-h! That's only George E. Bowen placing E. J. Little under arrest. Duces Tacum.

The man from Albany, who has always had reservations at the head table—Mr. F. W. Devereaux. More power to you.

Everybody knows MacRae and Hegland of Duluth, Minn., those Lake Superior skippers. And we said superior. Get that?

You couldn't C. Bennett of Dallas. If C. Bennett saw Bennett as others see him there would be no stopping him.



A. S. BOWSER MGR. MICHIGAN DIST.

The boys delivered in fine style and gave an indication of what their intentions are for 1917.

—A. S. BOWSER.



Accuracy of Self-Measuring Pumps.

We have all heard more or less about the investigation made by the Bureau of Standards,

Washington, D.

C., and about

their report with

regard to self-

measuring

pumps. Very few

salesmen have not

been questioned

with regard to

the investigation

of the accuracy

of self-measuring

equipment, and

S. F. Bowser &

Company also, as

a company, have

had this question

directed to them.

Mr. D. A. Corey,

Executive Engi-



MR. D. A. COREY

neer, answered this question so adequately, so fully and in such a comprehensive manner in a letter recently addressed to Mr. H. J. Schnell, General Manager of the Oil, Paint and Drug Reporter, New York City, that we publish his letter herewith:

"In reply to your several letters relative to the 'movement' launched recently by the Bureau of Standards against so-called 'dishonest' pumps, concerning which you have asked us for an expression, it may be said that we hesitate to make any statement lest it be construed as antagonistic to established authorities. For years we have co-operated closely with the Washington Bureau of Standards, State and City Sealers, and have on numberless occasions freely placed ourselves and our experience at their disposal.

"However, much can be said from the viewpoint of the manufacturer of gasoline pumps without leaving the realm of cold facts. It is essential, in dealing with fine-spun theories and nice mathematical hypotheses, that the very important element of commercial practicability be not omitted from consideration. Self-measuring pumps, properly manufactured and properly installed, give infinitely better service

to the consuming public and uniformly better measure than any other method which could be employed. To the consumer as well as to the dealer are saved losses by spillage and evaporation, which are common and costly under any other system of retailing and distribution.

"The element of hazard in the handling of millions of barrels of a deadly explosive by thousands of dealers may not be overlooked even by theorists; and the attendant effect upon insurance (if safe underground gasoline storage systems are not installed) would promptly affect the cost of the liquid to the ultimate consumer. So much for the necessity of giving heed to the many sides of any commercial problem.

"But the only phase considered in most discussions today relates to the reported fact that a large percentage of pumps tested in certain localities were found to discharge short measures of liquid with no thought of the fact that large estimates are based upon the performance of a few pumps. There is neither incentive nor object for any pump manufacturer knowingly to market imperfect products. Conditions under which pumps are operated may, however, make the pump appear imperfect. Let us explain:

"The piston type of pump discharges that which has previously been drawn into the pump cylinder. If perfect installations permit nothing to be drawn into the pump cylinder save only gasoline, it is inevitable that only gasoline will be discharged. However if imperfect installations permit the pump to draw some air along with the liquid, it is likewise inevitable that the same ratio of air and liquid must be discharged, resulting in short measure, of course. But why condemn the pump or its manufacturer? Sometimes water, through carelessness, finds its way into gasoline tanks, and, when drawn into the pump, is discharged. Does the enraged automobilist return to the filling station where he was served and condemn the pump? Not at all. His common sense tells him that the pump is not responsible for the existence of the water in the gasoline. So should common sense tell weights and measure purists that condemnation of pumps for short measurements is not only unmerited, but also unjust. A piston pump must discharge whatever is permitted to be drawn into its cylinder—whether it be gasoline, water or air.

"A piston which moves a fixed distance through a cylinder of known diameter must displace a certain cubic volume. Now when the mathematics of the problem are proved and reproved before shipment,

C. H. DAVIES ACTING MGR. N. Y. DISTRICT

A "tablet cutter" and then some, shows what we can do. Keep your peepers peeled on New York.

—C. H. DAVIES.





by actual working tests with gasoline in each and every pump manufactured, we feel that there is little responsibility left upon the shoulders or conscience of the manufacturer.

"Nor do we stop there. Explicit illustrated directions accompany each pump shipped, showing correct piping installations and common pitfalls to be avoided. Service Bulletins are freely distributed at considerable expense in an effort to help the retailer of gasoline to secure a perfect and faultless installation. Beyond this we cannot go. It would be as reasonable to charge with responsibility the manufacturer of the watch carried by a railroad engineer who has an accident because his watch was slow.

"From the viewpoint of the manufacturer, the causes of the present agitation may be stated briefly: Self-measuring pumps have not been tested in the past with the consistency or official energy which has attended the inspection of scales, dry measures, etc. Naturally when a campaign is undertaken in the direction of measuring pumps, many slight inaccuracies due to installation and other faults are discovered—an accumulation of perhaps months or years. In Philadelphia, for example, where active methods have been pursued for some time, a Sealer makes the statement that, as compared with 1915, the conditions of measuring pumps in 1916 showed a 50 per cent improvement.

"In Chicago, on the first test, according to the report of the City Sealer, less than 50 per cent of all the devices were in error and within ten days all were adjusted and sealed. Is not this proof that the sealers—not the manufacturers—hold the key to the situation—hold the simple remedy for a greatly exaggerated condition?

"Conscientious inspection of measuring pumps will produce a nearly perfect record for them; for though, no doubt, dishonest dealers exist, we feel sure that they are not greatly responsible for the present "movement." Simple adjustments, provision for which is made by the manufacturer, will once and for all time accommodate the pump to its working conditions, unless, of course, there is a serious defect in the installation.

"In the light of these simple facts, it appears to us that those who willfully abet the unearned slander which has recently been heaped upon the pump manufacturer (concerning whose many voluntary acts of benefit to Weights and Measures Officials there can be no just denial) are guilty of (perhaps no more serious fault than) sensationalism, but certainly an unjust and disingenuous sensationalism toward a constantly friendly and blameless group of people.

"It is doubly surprising to see that some dignified trade journals have been swept away by this wave of sensationalism, and, following the tactics of the "yel-

low" journal, print scare headlines which are misleading, and, without investigation or full knowledge of the facts, draw editorial inferences regarding "Gasoline Stealing Pumps" which are as a matter of fact as nearly absolute as the science of mathematics itself.

"We shall be glad indeed to co-operate with all authorities having jurisdiction of weights and measures, with the users of our apparatus and with the press in correcting real trouble, and this is probably true of every reputable manufacturer.

"D. A. COREY.

"P. S.—Since dictating the foregoing, a copy of the report of the State Superintendent of Weights and Measures of California has come to hand, which reads: "3301 gasoline pumps were inspected, out of which number 431 were corrected, making a total of 3254 sealed as accurate, and 47 condemned and confiscated."



One and One-Half Dozen Cannucks

HOME OF THE BOWSER OUTFIT

J.W. BURROWS MGR. INDIANA DIST.

We are in fine shape for 1917—leave it to the Hoosiers.

—J. W. BURROWS.





MR. A. A. BOWSER



MR. H. J. GROSVENOR

THE FACTORY

There is no department in our organization that has looked forward toward entertaining the Pacemakers' Club with greater interest than has the Factory. For weeks preparations have been going on under the direction of Mr. H. J. Grosvenor and Mr. A. A. Bowser toward getting the Factory Dining Room in shape for the big eats. Also, the placarding of the plant has been done in such manner as to give the visitors the maximum information about how Bowser goods are made.

Three cheers for Allen A. and H. J.

N. B. Steele (meaning never behind) is onto his job, alright. He can deliver the goods in winning style and nary an order need he Steele.

The buckeye of Columbus is just telling some of his friends how he closed that hundred points the last three weeks.

Usher the gentleman into one of the plush seats. This is Mr. A. Laverty, an old-time Bowserite and ace-high Pacemaker.

Mr. R. C. Guenther has certainly exhibited his speed as a Pacemaker. We hope he is enjoying the festivities, too.

One of the most consistent business getters in all Canada is Mr. A. L. McIntosh. The only terms of peace he signs with a customer are on the order blank.

Down home in Tennessee is where our old friend, N. B. White hails from. How are the hills?

F. H. Richardson is a real sprinter on the home stretch. Did you hear about his finish? Why, no, he's only started.

Mr. D. I. Petts is one of Mann's crew, and a lively crew it is. This yankee brought home the bacon, alright.

Say, John Lea, have you been butting into any railroad trains lately, have you? Doesn't pay, eh?

British Columbia—that's a far away place from home. If you're as glad as we are that you came, Mr. Jeavons, you're some happy.

Hello, Daddie! How's the little MacRae getting along, D. S? There's a feeling—well, one just can't describe it.

Hello, Mr. Schuster. How's everything 'way down east? Couldn't be better is right. Glad to see you at the big show.

It was a Pike county woman who indited a note to the teacher concerning the punishment of her young hopeful. The note ran thus:

"Dear Miss:—You rite me about whippin' Sammy. I hereby give you permission to beat him up any time it is necessary to learn his lesson. He is just like his father—you have to learn him with a club. Pound nolege into him. I want him to get it and don't pay no attention what his father says—I'll handle him.—Reading Eagle.

The battle above the clouds has nothing on the battles below the clouds for business fought at Chattanooga by our old friend, L. P. Cox.

The popular idol of old New York, Mr. Ladd, sure came into the club with a rush. Eighteen in one day. Going some.

Mr. Eichelberger is all right. The way he greased his skids and slid into the Club is phenomenal. Class, eh?

Say, "Bob" Fleming, honestly now, what kind of stuff do you use on them? Congratulations, Old Top.



A Street Scene in Havana



A. D. CARRIGER MGR. LOUISVILLE DIST.



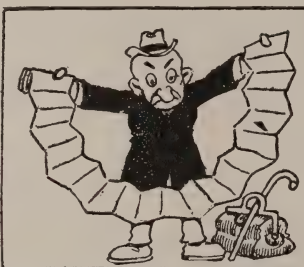
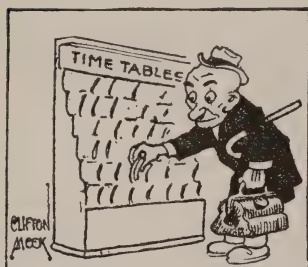
Again I say: The colonels know how to use the cup. Watch them go for it in 1917.

—A. D. CARRIGER.

Coming to the Convention

By Clifton Meek

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(The New York Evening World.)



The Bowser Doomer

Vol. 15

No. 3

WE MUST ALL
BE THERE NEXT
YEAR

Jan. 13, 1917

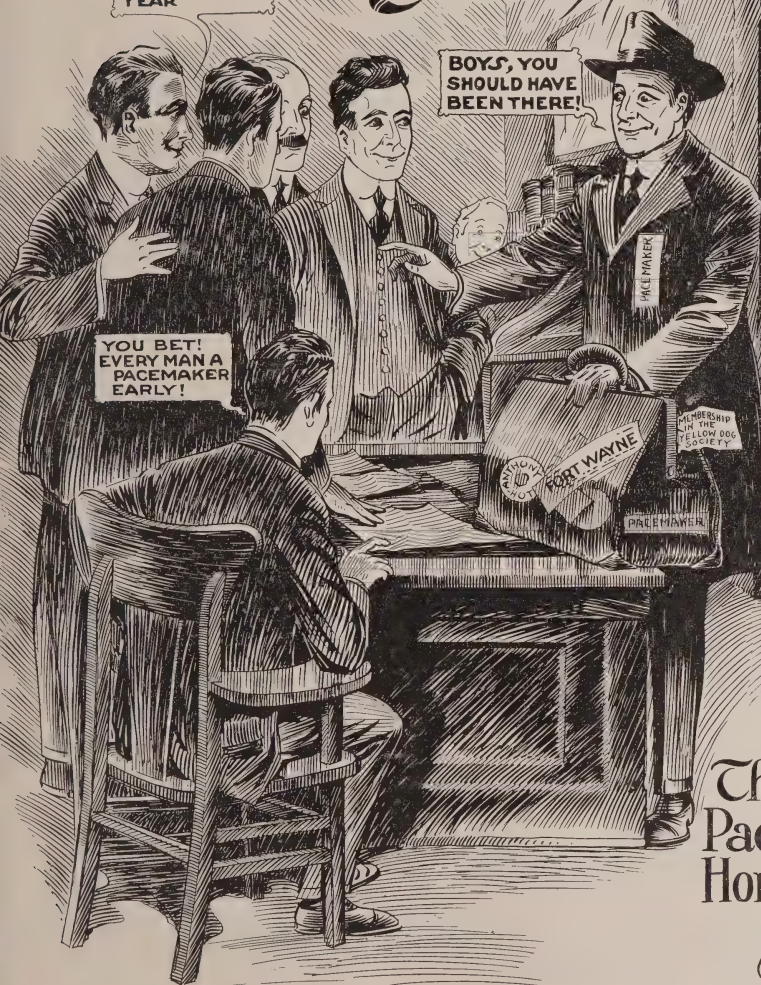
BOYS, YOU
SHOULD HAVE
BEEN THERE!

YOU BET!
EVERY MAN A
PACEMAKER
EARLY!

MEMBERSHIP
IN THE
FELLOW DOG
SOCIETY

PACEMAKER

The
Pacemaker's
Home Coming



The New General Sales Manager

The organization will be delighted to learn that Mr. E. M. Savercool, who for many years has been Western Manager of the Company, has been called to the Home Office to assume the responsibilities of General Sales Manager. As General Sales Manager Mr. Savercool will relieve Mr. W. G. Zahrt of the Executive Sales work which Mr. Zahrt has been handling. This will permit Mr. Zahrt to devote his time and energies to more strictly executive matters.

Mr. E. M. Savercool first became familiar with the S. F. Bowser Company through the purchase of a Bowser equipment. This was in 1890. Four years thereafter, having disposed of his interest in the firm with which he was connected, he came to Fort Wayne to see the Bowser people. The proposition they made him appealed to him so much that he immediately became associated with the line and was assigned territory with headquarters at Chattanooga, Tenn. He traveled in the South in the winter and in the north in the summer until 1898, when he spent one year in New York City doing special work. Mr. Savercool then made a trip of investigation in Western Canada for the Company, analyzing conditions there in the hope of enlightening the Bowser management in regard to the business to be secured in that section.

In the spring of 1900 Mr. Savercool was given the task of organizing a sales force in New England with headquarters in the city of Boston. This was the first Bowser branch office established. Mr. Savercool while in the East built up very strong sales organizations at Boston and New York.

In 1907 Mr. Savercool was again enlisted in pioneer work. This time he went to Mexico. After one year of investigation and getting Bowser business started there he was made Western Manager with headquarters in San Francisco. Here Mr. Savercool has labored and accomplished for the past nine years.

In all the years of Mr. Savercool's connection with Bowser & Company he has had the respect and admiration of the whole organization. The confidence of both the salesmen and management has ever been found to be bestowed upon a dependable, honorable and capable business man. What San Francisco loses, Fort Wayne gains, and we are delighted indeed at Mr. Savercool's advancement and his coming to Fort Wayne.



PROMOTIONS

MR. R. S. COLWELL APPOINTED EASTERN MANAGER

Mr. R. S. Colwell, past District Manager of the Harrisburg Office and cup-winner in the "A" offices for 1916, has been advanced to the position of Eastern Manager, succeeding Mr. E. J. Little, who left our organization.

Mr. R. S. Colwell is ably qualified to assume his new responsibilities since he has been long identified with the Bowser organization and has had a very successful career. Mr. Colwell first came with the S. F. Bowser Com-

pany in May, 1906, eleven years ago. Mr. Colwell made a record for himself as a salesman. Then he was induced to come into the Home Office and assume a position in what was then known as the "Correspondence Sales Department." A short time later Mr. Colwell was appointed Assistant Manager of the Chicago Office. It wasn't long until the burden of the managership of this office fell on his shoulders. Mr. Colwell proceeded to make a unique record in Chicago, and in 1910 brought more prize winners to the Convention than had ever been brought in up to that time.

Mr. Colwell was appointed manager of the New York Office next, and until the readjustment of the territories, which took place one year later, he remained in New York City. When the readjustment came Mr. Colwell was transferred to Harrisburg and given the District Managership there. He has been located in Harrisburg ever since in that capacity.

Mr. Colwell is a very capable and able Bowserite. He will certainly lead the "Eastern Hosts" to victory. His pleasing personality has gained him a wide circle of friends, and those who have been thrown intimately in contact with him are his strongest champions.

H. C. STORR BECOMES MANAGER OF THE HARRISBURG OFFICE

Mr. H. C. Storr, who has for many years been identified with various branches of the company succeeds Mr. R. S. Colwell as District Manager of the Harrisburg Office.

Mr. Storr's career with the Bowser organization dates back to 1906. He was a salesman when he was called into the Bowser organization and assumed duties in what was at that time known as the Correspondence Sales Department. He remained in that position until

October of the same year when he was transferred to branch office work at Boston, Massachusetts.

In January, 1908, Mr. Storr returned to Fort Wayne and took charge of the Factory Sales work. In 1910 S. F. Bowser & Company invaded the Mexican field of business and Mr. Storr was made manager of our office at Mexico City, Mexico. He was building up a very profitable business in Mexico when the Madero Revolution broke out—and so did Storr.

He again entered the Home Office service on March 1, 1911 and later in the year was made Acting Manager of the Toronto Office while Mr. Hance was on a business trip in Europe. Subsequent to Mr. Hance's return Mr. Storr was placed in temporary charge of the Chicago Office and remained there until October 1912 at which time he returned to Fort Wayne and became assistant to Mr. Briggs in the handling of the then growing Factory Sales Department.

On October 1, 1916 Mr. Storr was appointed assistant to Mr. L. P. Murray, Manager of the Mid-Western Division.

Mr. Storr has a very enviable record for accomplishment in the Bowser organization, and



MR. R. S. COLWELL



MR. H. C. STORR

from this it will be seen that the new boss of the Harrisburg Office is thoroughly familiar with every branch of the Bowser Sales work. Mr. Storr's excellent conduct and ability has always merited the very highest confidence and appreciation of the organization.

We regret very much to lose Hal at Fort Wayne, but the enlargement of his opportunities is very evident, and we congratulate him from the bottom of our hearts.

THE PACEMAKERS' CONVENTION

On Tuesday evening, January 9, the Lords and Ladies of the Pacemakers' Club assembled at the Hotel Anthony which marked the initial event of the 1917 Pacemakers' Convention. It was a sumptuous gathering and everyone had a good time.

On Wednesday morning the Convention opened in earnest with an address of welcome by the "Old Man." This was responded to very cleverly by Mr. W. V. Crandall, President of the Pacemakers' Club. Then followed Mr. Bowser's speech on the "1916 Hour Glass." After this the whole assemblage repaired itself to the Factory Dining Room where a sumptuous meal awaited them. This noon meal in the Factory was a daily event during the Convention and was thoroughly enjoyed by everyone.

Wednesday Mr. Beechtel spoke on "The Road Ahead," in which he set forth the plans and aspirations of the organization for the coming year. Also he announced the various changes in the organization. The balance of the day was spent in visiting the Factory and becoming familiar with the things Bowser from the manufacturing end.

At 7:30 o'clock on Wednesday night we all found ourselves again assembled. At this time to listen to the Reverend Ira E. Landrith talk on the subject of the "Art of Living at Level Best." In addition to the lecture we were favored with some singing by the Sahara Quartet, by the Reverend Peter Quartel, Miss Leah Paquette, and Mr. Edward Holland Murdock. The evening was enjoyed immensely.

Thursday morning the Convention continued when subjects of sales interest were discussed by Mr. W. R. Hance, Canadian Manager, and Mr. I. L. Walker, Manager of the Ohio District. Mr. Hance talked on "The Paint Oil Line, and Mr. Walker spoke on "The Dry Cleaning Line." In the afternoon the "Mutual Admiration Society" held forth. Mr. T. H. Rhoads, Mr. J. C. White and Mr. W. G. Chandler talked. These three Pacemakers told about the magnificent things concerning their respective homes.

Prior to this a very interesting and instructive talk was given by Mr. George S. Willman, Assistant Sales Manager of the Studebaker Corporation. Mr. Willman gave a wonderful address on the future of salesmanship. This address will be reproduced in an early issue of The Boomer. Every one at the meeting was well entertained by Mr. Willman's message and learned something as well.

On Friday morning more sales discussions were held. There the editor spouted on "Kerosene" while Mr. J. P. O'Neil ably discussed the situation with regard to lubricating equipment. His efforts were followed by Mr. D. A. Corey, who spoke on "The Meaning of Bowser Service." Mr. W. G. Zahrt followed Mr. Corey on the subject, "What Shall the Harvest Be?" which was very interesting indeed and was enjoyed by all.

In the afternoon "The Knights of the Yellow Dog" held the crowd at bay for two hours during which time they initiated a number of "green ones." We were then given a treat in the shape of an address by Mr. Hervey Smith McCowan of Grinnel, Iowa, on "The Light of the Mind." He brought out the thought that an idea was the most valuable thing in any endeavor and especially so in sales work.

When every one started to stretch they broke into a chorus of "It Looks To Me Like a Big Night Tonight." And a Big Night it was.

The Lords and Ladies again assembled at the Anthony Hotel where they were banqueted and entertained until early in the morning.

This is a short synopsis of the 1917 Convention, but there will be detailed editorials and publishing of the things of interest and helpfulness in this and future issues of the Boomer.



The Yellow Dogs Initiate Quite a Number.



THE OLD MAN'S WELCOME TO THE BOYS

Men, I am not unmindful of this blessed privilege and responsibility, but when it is so pleasant and when it is such a pleasure, the responsibility becomes light because I am doing just what I want to do and my heart and soul go out to each and every one of you. Glad to see you—absolutely glad to see you. I want to tell the officers and directors and Pacemakers, in the name of S. F. Bowser & Company, that we welcome you here. We are glad to have you here—we have been looking forward to this for a good while. For some time we have been setting our house in order, we have been cleaning up and wiping off our chin and pulling down our vest and nursing our nose and keeping it in good shape.

Now I think it has occurred a time or two that in this great crowd some dear soul has come in here and gone out that I did not get to see—this possibly has happened, but bless your heart you must have kept ducking if it has been that way. Now if there is any fellow that I have not met personally, it is your fault, I think. I want to see you. Some fellows have been late. Last night just I was leaving the hotel, some one came in a little late and greeted me. I was glad he came right up. I want to get acquainted. We cannot remember each other's name, but let me say right here, boys, for goodness sake, don't be too sparing of your name. After a while you are going to take these badges off when the banquet is over and then a fellow has to guess it. I think some of you will agree with me you keep me guessing. Do not get the notion that a fellow did that I saw who used to go to the express office. He was making fine cut tobacco and selling it

over the country, in little pails, and he was very well known around town and he came to the express office and wanted to send some tobacco away. The little man at the desk said in a very decent way, "Who is sending it?" This fellow looked at him and said, "I thought everybody knew me." Now let us not get that notion. Well I know myself, fellows; well I know my name, at least. It is a big thing to know yourself. We all know our name very well, but let us not be too sparing of our name. Peddle it around a little. I like to meet the men, and I have had the pleasure of meeting a good many of your wives. I expect to see some of them later on—I think some of them will want to tell me something. I have had a great many letters from your homes and you, fellows, want to walk pretty straight. I expect some of you who are not just doing that would like to take off your badge or something of the kind, but don't you. If you do, I'll tell on you.

Well, boys we are very glad to be here. We have a right to be glad—a great big right. If you should not have worked like men this past year, you would not be here. Your presence here indicates something else, you know. It costs you something to be here and, gentlemen, if you have anything about your clothes that didn't cost you anything, you stole it. The fellow is not here that has not earned his tip. It cost something as everything else does. It cost you energy—it cost you sleep—it cost you pushing forward a tired body many times. It has made a great year for S. F. Bowser & Company, salesmen, and I am sure you are all glad of that. It has been a wonderfully successful year.

Here we are, boys, 170 strong—60 per cent more salesmen here this year at this Convention than ever before. A 60 per cent gain is going some. That's fine. The result of this hearty co-operation—this expenditure of energy—this pushing forward of the tired body—has piled up a Six Million Dollar Business for the Company you represent. This is a gain, men, of one and three-fourths millions. Who would have guessed it last year—who would have guessed it? This has indeed far excelled our expectations. As you have labored in the field so have we labored here—we have attended to business as business men.

We have a right to come here to rejoice and it is with a hearty good wish that the Company—every one of us—and every one of the managers—congratulate you boys who carry the

Continued on Page 57

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc.

E. J. GALLMEYER, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV JANUARY 15, 1917 No. 3



THE CONVENTION IS OVER

Like all good things, the Pacemakers' Convention too came to a close. It was certainly an enjoyable affair. Never before in the history of the concern has a more successful, a more gratifying, more pleasing and entertaining convention been held. Everybody was there with big praise for the things accomplished in the past year and with the supreme conviction that in 1917 the greatest results the company has ever experienced would be realized. Mr. Bowser many times during the course of the convention expressed the extreme satisfaction of the company in the 1916 record, also the hearty welcome which had been extended and the pleasure that was felt by the Management at the presence of the men in the Home Plant.

It was the general outspoken desire that next year would find every man who attended the 1916 convention, again at the festive board, with all the other salesmen who were not Pacemakers this year. The slogan for the year is not only "Every Man a Pacemaker," but "Every Man a Pacemaker Early," and in order to reach this achievement, we will have to start right now, getting results.

GO TO IT!

YOU, TOO

There wasn't a man at the Convention but firmly resolved to be back next year.

There were many fine sentiments expressed during the week of appreciation of the work done by the boys who were not at the Big Show, and a keen regret that for any reasons whatever they did not succeed in qualifying for Pacemaker membership. It is the serious desire of the Company that every member of the Sales Force qualify for Pacemaker membership this year, and this is a personal message to every man carrying a Bowser grip, to those

who were at the Big Show and to those who were not there.

Let nothing be left undone that will help you qualify early in accordance with the new resolution adopted by the members of the Convention which states that the slogan of all Bowser salesmen will be "EVERY MAN A PACE-MAKER EARLY!" Do you get that friends? "EVERY MAN A PACEMAKER EARLY!"

Accept these few suggestions with the hope of making this goal an assured thing:

RESOLVE: First of all to put in every lick of work that you can during 1917. To systematize your work and eliminate as much as possible wasted energy. To work all the lines in your territory conscientiously and sincerely. To plan your work and work that plan. To be joyous and cheerful, confident and enthusiastic—in spite of every obstacle which confronts you. With these things uppermost in your mind you cannot help but register as a Pacemaker, early.

The Past is of no importance. The Present is of no importance. It is with the Future that we have to deal. The Past is what man should not have been. The present is what man ought not to be. The future is what artists are.—
Oscar Wilde.



The Five-Year Men Took No Chances.



Cup Winning Harrisburg Bunch



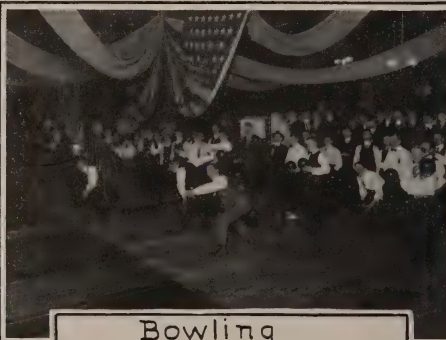
Cup Winning Dallas Bunch



S.F. Senior and Junior



The Five Year Men



Bowling

A SPLENDID IDEA

Nacogdoches, Tex., Dec. 7, 1916.

Editor of the Boomer,
Dear Sir:—

When closing with a buyer, and he asks if he can buy on monthly terms, I have found quite often he hesitates when he learns the notes carry interest. In this country the country and small town buyers invariably think of interest as a big item, as it generally is 10%. I have worked out a way of figuring the total interest on our notes in a few seconds and am sending it on to you, if you think worth while, give it to the boys via the Boomer.

In the first place, the monthly interest at 6% is always one-half the amount of the payment. You can take a monthly payment of \$20.00, the interest for one month will be 10c, stands to reason you multiply by 6 and divide by twelve.

Now we will say you are selling on 9 months with payments of \$20.00 each month. We know the interest for 1 month is 10c, our first note runs 1 month, the second 2, and so on. I take a pencil and add the figures 1+2+3+4+5+6+7+8+9=45 months, so I am taking party's note for \$20.00 for 45 months, interest for one month 10c, for 45 will be 45x 10=\$4.50.

I hardly ever have to use a pencil to get a result, as I know when sold on 9 months total months is 45, if my order is on 7 months, I subtract 17 from 45=28, and I almost invariably have my payments even money, so the results are easily obtainable.

Very truly yours,

E. E. LOWE.

George Kinsley, one of the live wires from Northern Indiana was in recently and paid us a short visit. He brought with him a nice 20-point garage order. George is looking fine, and is getting things in excellent shape in his territory.

It is a world-wide, world-old bitter philosophy, that failure is a stepping-stone to success; that determination, hard work, drudgery, and courage are more truly the elements of greatness than are inheritance and talent. "To him that overcometh," shall the Cup be given.

THE SUGGESTION BOX.

Sometime ago there appeared in the columns of The Boomer, an invitation to all Bowserites to send in suggestions of all kinds which would tend to increase or better Bowser Service. It was stated at that time that such suggestions as would be adopted would be paid for.

There are at the present time, eight unclaimed awards as follows:

Suggestion No. 387.
Suggestion No. 408.
Suggestion No. 510.
Suggestion No. 512.
Suggestion No. 515.
Suggestion No. 532.
Suggestion No. 604.
Suggestion No. 682.

It is highly probable that these awards belong to salesmen as the Boomer has, up to this time, published no list of accepted suggestions. At the time you sent your suggestion to the firm, a stub was sent you bearing a number. If the number resting peacefully in your vest pocket corresponds with any of the above, you may send same in and be rewarded without delay. All right—come through.

SUGGESTION COMMITTEE BULLETIN

Suggestions Approved

Nos. 358 372 413 542 560 574 670

Unclaimed Awards

Nos. 381 408 532 623 682

Suggesters holding stubs bearing above numbers will receive awards upon mailing the stubs to the Chairman of the Suggestion Committee.



Also Sherlock and Devereux Did
Some Bowling.



Pacemakers, Executive



Pacemakers Noon Lunch-1917



Hheads of Departments



Pacemakers Ladies Banquet 1917

DOG AND BURRO

In the past we have always had a rather "tame" convention, in spite of the human noise-makers and conventionists. It, however, took St. Louis and Denver to spring an innovation.

St. Louis put in appearance with a genuine Missouri "hound dog," one of them "yaller hounds" that they kick around down there, the kind that almost nominated Champ Clark for the Presidency. St. Louis had many songs about the hound, all of which assured their gentle hearers that the cur had been cuffed around enough and henceforth Missouri would take the helm of affairs.

Charlie Barnet had every man a Pacemaker last year, and this was something so entirely new that he had to pull off a stunt unique and individual. So he went up to Colorado Springs, out to Mt. Pike, and interviewed the man who owns the burros in that region, in the hope of purchasing one of those quiet, defenseless animals. He succeeded and it was brought to the Convention where among the cheers and applause of the whole assemblage Messrs. Bechtel and Bowser were permitted to make a triumphant entry on the "donk." The donkey had always had the reputation of being an animal of patience, but with a will of its own, and this one was of the same stripe.

After the donkey had served so well, the Denver contingents did not want to pay the return fare, so S. F. Bowser, Jr., was made a present of the animal. On Monday morning when

the new owner of the donkey went to school, he asked the teacher to please excuse him at three o'clock as he had some work to do. She said: "Have you a written excuse?" He answered "No." She then inquired what kind of work he had to attend to, and he said, "I have to train Denver." "Who is Denver?" the teacher asked. "Why, Denver is a donkey," the boy replied. After some phoning to Mrs. Bowser, the matter was cleared up and S. F., Jr., was not permitted to go home at three o'clock.

TOGETHER

Ambition is a friend of mine;
We walk life's way together,
It matters not if skies be fine,
Or dark and rough the weather.

Were I alone, the hills so steep,
So rough the path we follow,
That I perchance would never creep
Beyond the nearest hollow.

But strong Ambition takes my hand,
His eager face all glowing,
And thus we journey toward a land
With milk and honey flowing.

And even though the way be long,
And rough and dark the weather,
Upon our lips there's still a song,
Because we walk together!

Anonymous.

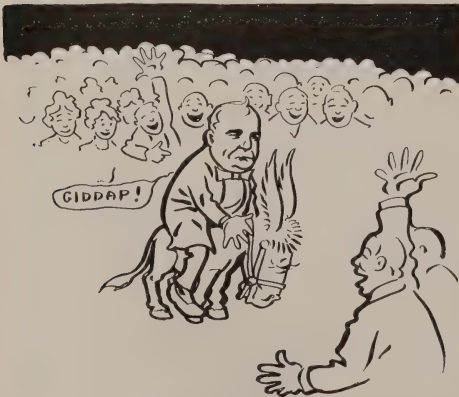
APOLOGIES THREE

In the December 15 issue of The Bowser Boomer" we stated Mr. A. E. Moffet had been with Bowser & Company since 1916. This is incorrect. Mr. Moffet is one of the old employees. He has been with the firm ten years.

Mr. H. T. Sterne was announced in the Convention issue of the paper as a "honored" salesman. When composing Mr. Sterne's item it was our intention to make known the fact that Mr. Sterne was an honored salesman.

Twice a Pacemaker, Mr. A. L. McIntosh was given credit for achieving the Club but once.

To these three gentlemen we offer our apologies. We sincerely regret the errors that crept into the text of The Boomer and hope in the future to give correctly, due credit to these three very capable men.



The Old Man Never Was a Quitter—
He Rode "Denver."

Continued from Page 50

grip—we want to rejoice with you as co-workers and laborers in the support of this great institution to which you belong. It is a splendid thing to belong to a bright, wide-awake, clean-cut, business-like concern. It is one of the greatest things in the United States to be admired on the side of the Church of God. It is a close kin in the making of men morally and financially.

I am sure that you all love to be here and none of you love it more than S. F. Bowser & Company and in the name of the firm of S. F. Bowser & Company, and in my own behalf, I want to say that we do welcome you most heartily to our midst.

I thank you.

THE RESPONSE OF PACEMAKER PRESIDENT

**W. V. Crandall to President Bowser's
Welcome.**

Mr. Bowser, our President, and the Officers and managers of S. F. Bowser & Company:

In response to the address of welcome from our dear President, it affords me great pleas-

ure to stand before you on this occasion, and as President of the Pacemakers' Club, I thank you for the great welcome that you have given us.

We have only to look upon your smiling faces and grasp the hearty hand extended to us to know that you are more than glad to see us and that we are more than welcome here this year. We Pacemakers feel that when you have placed the Pacemaker crown upon our head in honor of the results we have obtained through our hard work that we are receiving the greatest honor that S. F. Bowser & Company can extend to us.

We want to thank you officers and to thank our managers for the hearty co-operation that they have given us, and want you to know that we feel without the good assistance of our officiant managers there might have been many that would not have made the club and been with you here today.

We want you to know, Mr. Bowser, and our Managers, that we Pacemakers feel and know that we represent the greatest firm of its kind in the world and that we are selling the standard article of its kind on the world market today, and that we deem it a great honor and a pleasure to represent S. F. Bowser & Company. We want you to know that we as a part of this great concern wish to and will in the future co-operate with you at all times for the benefit of our mutual interests and will always work in harmony with you.

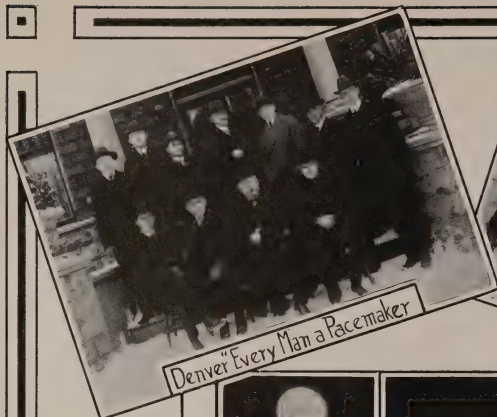
We are glad to have you tell us of all the wonderful improvements, additions, etc., that have taken place in the shape of adding new machinery and new buildings, and to know of these things is evidence to us that the firm we represent is in keeping with the vast business that we representatives are sending in and that they are prepared for greater business such as we are going after during 1917.

Our slogan for the New Year is "Every Man a Pacemaker Early," and each and every one of us are going back to work with that slogan impressed upon our minds.

Again we thank you for your hearty welcome, and for all the good things that have fallen to us in honor of our being Pacemakers.

I thank you.





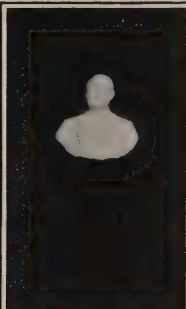
Denver "Every Man a Pacemaker"



Canucks



PACEMAKER



IMPROVED RED SENTRY



Atlanta



Memphis



New York Delegates

HARD WORK

I have done my share of choppin' an' of totin'
in the wood,
An' when the work was through, I felt that it
had done me good.
I've rowed against the wind an' tide until my
wrists were sore,
An' felt quite calm and peaceful when at last I
stepped ashore.
I've druv a hoss to town a' bargained, usin'
voice an' mind,
An' didn't feel no ill effects, as fur as I could
find.

But I kind o' felt a yearnin'
Fur a life of lazy learnin';
A cogitatin' life without no thought of what
you're earnin'.
I reckoned that I'd quit this common labor day
by day,
An' jes' sit down in idleness an' think the hours
away.

So I sat down very careful an' composed myself
to see
What special line of thinkin' would be suitable
to me.
I thought of Isaac Newton an' some other men
that made
Their lastin' reputation jes' by sittin' in the
shade.
But my mind got lonesome wishin' fur the old
familiar track,
An' the day's work—how I missed it when I
really felt its lack!

How I missed the buzz an' bustle,
An' the hurry an' the hustle,
With somethin' always callin' fur your intel-
lect or mustele.
Of all the things I've tackled, answerin' up to
duty's call,
Jes' sittin' down an' thinkin' was the hardest
job of all.

—Washington Star.

THINKING

If you think you are beaten, you are.
If you think you dare not, you don't.
If you'd like to win but think you can't,
It's almost a cinch you won't.
If you think you'll lose, you're lost.
For out of the world we find
Success begins with a fellow's will,
It's all in the state of mind.

HONOR DALLAS

The Fort Wayne District showed their appreci-
ation to the Dallas Cup Winners while the
big banquet was in progress on Friday evening,
January 12. The Hon. Tanks C. Potts made his
way to the table of the Dallas bunch with a
most unique kind of hat for each member to-
gether with a line of talk that would sell any
one on the sincerity of his mission. He induced
each one of the Texans to put on the new katy
and gave a demonstration of the method and
manner in which the dome shields were to be
utilized. He narrated at length on the merits
of the Dallas men and their accomplishments
during the past year in winning the Cup. He
said that the Fort Wayne Division was big
enough and broad enough to compliment the
winners on such an occasion. Then he asked
the Fort Wayne Division "to stand" in honor
of the winners and in that manner express their
appreciation.

Well, hardly had he finished his last utter-
ances when a shower of confetti, and other in-
offensive articles were rained upon the Dallas
bunch, and for fully five minutes they were
bombaraded good and plenty. It was all ac-
cepted in a lovable and kind spirit. The bunch
from Dallas presented a strange study in black
and white after it was all over.

LEAVE IT TO POTTS!



The Fort Wayne Boys Show Their Admiration
for the Dallas Cup Winners.

REVEREND PETER QUARTEL

There was no feature of our Convention which was more enjoyed than the wonderful tenor voice of the Rev. Peter Quartel of Dayton, Ohio.

Never have we been better entertained by a singer than we were with the beautiful selections rendered by Rev. Quartel, and we all hope that he will come and be with us again.



BASE BALL BUNCH

"DALLAS! We're the Rootin', Tootin', Cotton Shoot'n Sons o' Guns from Texas!"
AND BELIEVE US, GENTLEMEN, THEY WERE!

On Tuesday afternoon, January 9, the aforesaid Sons o' Guns from Texas made a triumphant entry into Bowserville after parading the streets of the city of Fort Wayne dressed in base ball uniforms of the Texas Leaguers. They were lead by a big brass band.

They rootined and tootined and shootined around the whole plant for several hours and had their pictures taken about steen times before the winter chill made them hie for more seasonable garb. They were certainly a fine looking spectacle and everyone enjoyed their parade immensely.

On the night of the big feast the Texans were the first men to break the iron-clad rule of Bowser banqueting by putting in their appearance in full dress suits. Gee! But they sure did look handsome. JES LAKE AH MILLION DALLAS!
HOOPEE!

Our own bewhiskered H. J. Bradshaw closed forty-five points of business Christmas week while most of us were "holidaying around." This is certainly excellent work, H. J., and merits the highest commendation.

KEROSENE

At the recent Convention an endeavor was made to present the value of working the kerosene line. The accessibility of the market, the pleasure of working it, the financial returns received when succeeding with it, etc., were all brought out. In corroboration of what was said many cases could be cited.

One outstanding success during the last twelve months was made by Mr. A. E. Darling of the Chicago Office, who in the face of many difficulties, covered a number of territories, worked with a great many men, and succeeded in selling an average of two kerosene equipments per week that averaged more than \$75.00 apiece. This is the proof of the pudding, gentlemen, and if other Bowser salesmen would apply themselves with the same interest to this work, with the same resourcefulness, their success would certainly be assured, not only in this particular line of the business, but in all other branches also.

AN APPRECIATION

Gratitude is supposed to be an emotion that the majority do not experience to any great extent. This general truth does not apply to the girls of the company for in this brief notice they express their appreciation of the "Box of Candy All 'Round" given them by the Pacemakers' Convention week.

ROYALTY AND BOWSER EQUIPMENT

A short time ago, Governor Samuel M. Ralston of Indianapolis, Indiana, purchased of Salesman L. W. Cheney a Bowser, Cut 241 outfit.

Governor Ralston and the Tsar of Russia are now both enjoying high class Bowser service. The Tsar has a Cut 241 also.

A SONG BIRD

Miss Leah Paquette, daughter of our old friend, N. Paquette, Director of the Toronto Office in last year's Club, was no small factor in entertaining the Pacemakers during the Convention. She sang during the noon hour at the Factory Dining Room, also rendered two very acceptable songs at the Palace Theatre on Wednesday night's program, and later at different times during the Convention she was heard with much interest. When she rendered "Dixie" for the edification of the Dallas and other southern boys, they were there with the big boquet. Miss Paquette ingratiated herself with everyone and we all look forward with much pleasure to having her with us again.

POOL SHARKS, B'GOSH

One of the events of the Convention which cannot be overlooked was the Championship Pool Game played by Mr. H. D. Murdock and Mr. W. A. Armstrong.

We have a lot of eye witnesses who will corroborate our statements so we do not hesitate to give our verdict. The way that man Murdock trimmed Armstrong was a caution. Honestly, boys, Armstrong looked as if he hadn't indulged in anything more exciting than carom during his whole career. We are thinking seriously of bringing DeOro to Fort Wayne at the next Convention and humiliating him by having him compete with our Champion from Chicago.

OH! SOME POOL!

TORONTO—TORONTO—we are here,
18 Pacemakers—Happy New Year.

We are from Canada, full of fight,
Always trying to do what's right,
Doing our bit, at our leader's command
Selling Bowser's all over our land,
Where are we from—CANADA.

I DIDN'T THINK.

"I didn't think" destroys thousands of lives and millions of dollars' worth of property in this country every year.

"I didn't think" is always the reason for two trains going at express speed trying to pass each other on the same track.

"I didn't think" makes a hundred times more hell in this world than does "I did it purposely."

"I didn't think" is the cause of the majority of life's slumps and business failures.—Ex.

Our old friend, Mr. Charles J. Rogers, of Sioux City, Iowa, hardly got back on his territory when we received the following telegram from him:

On job Monday morning. Result one Pacemaker equipment first man called on. To this Mr. L. P. Murray replied:

Bully for you. Make Pacemaker pump make you an early Pacemaker.

THE MAN OF FLOWERS

Mr. J. C. White has a reputation for flowery language, for a flowery appearance, and for a flowery disposition. However, it took this Convention to bring out another trait which is also very flowery and that is, his flowery attention to the ladies.

As the Sunny South always gets its share of advertisement in prose, poetry, song and speech this occasion was not overlooked.

When the band started to play "Dixie" Mr. J. C. White gathered all the flowers from the dining room table and passed them to the girls who were looking after the distribution of the very sumptuous meal. It happened that the Bowser girls would allow that privilege to no other girls in the city, so this flowery occasion was enjoyed entirely by the Bowser ladies.

Our hats off to Mr. White.

FIVE-YEAR MEN

Among the five-year men at the Convention just closed the names of Mr. M. C. Benham, Mr. W. P. Shepherd and Mr. A. E. Darling were absent.

We all know the prowess of these men and also their ability to become Pacemakers. Because of this unusual ability they had been called into executive work during the last year and therefore were unable to qualify for Pacemaker membership.

Mr. Benham has been twice President of the Club, while Mr. Shepherd with Mr. Darling and Mr. Benham were four-year men in 1915.

They are all business men and salesmen of the very highest caliber.



It Made its Annual Appearance.



WELL PAID

A certain lawyer was greatly addicted to the habit of lecturing his clerks. The office boy, however, got more than an equal share. One day the lawyer overheard a conversation between his office boy and another boy employed in an office on the same floor, which revealed to the lawyer how much his admonishing words were appreciated.

"Whatecher wages?" asked the boy in the other office.

"Ten thousand dollars a year," was the reply.

"I should worry," drawled the other.

"Honest, I do," reiterated the lawyer's boy. "I get three dollars a week cash and the rest in legal advice."

Frank—Did you hear how Buelher was planning his New Year resolutions?

Harry—No. Did he make any?

Frank—Sure, a lot of them. And then when Lent comes he says he will have to give up something, and he intends giving up these New Year resolutions.

Mrs. Newbride came hurriedly into her husband's study one morning.

"Herbert, dear," she said, "this receipe for lemon pie says to sit on a hot stove and stir constantly."

"Well, Alice," replied the doting husband, "if you do sit on a hot stove I think you will find that you will stir constantly."

Job Seeker (entering boss's office unannounced)—Is there an opening here for a young man like me?

Boss—Yes, right behind you.—The Boys' Magazine.

Clerk—Now, see here, little girl, I can't spend the whole day showing you penny toys. Do you want the earth with a little red fence around it for one cent?

Little Girl—Let me see it.—Life.

A SAMPLE

The family had sat down to Christmas dinner. Uncle Bill, who was carving, was a bachelor and very big. Bobby, youngest of the clan, was very small—all but his eyes, which became very round as he watched the dissection of the turkey. When at last it was his turn to be served Uncle Bill bent upon the tiny chap an appraising eye and cut a tiny portion, which looked almost lost on the plate as it passed down the table to Bobby.

"Little man," boomed Uncle Bill as the plate reached Bobby, "is that the part of the turkey you like?"

"Yessir," piped the little fellow as he handed back the plate, "I'll have some of that please."

"Did you have anything to talk about at the club meeting?"

"Lots! On account of the storm, there were only three of us present."—Illustrated World.

"Aren't you the boy who was here a week ago looking for a position?"

"Yes, sir."

"I thought so. And didn't I tell you then that I wanted an older boy?"

"Yes, sir; that's why I am here now."

Old Andy Jimson's wife had been dead less than three months when Andy began to "take notice" of the Widow Bagley. Soon after this fact had become apparent some one asked Andy how he was "coming on" with the widow.

"We've quit," said Andy, tersely.

"That so? And how did that happen?"

"Well, by heck, when a feller up an' asks a woman to marry him an' she comes at him with a dipper o' hot water to throw over him, an' sicks her dog on him, an' calls him nine different names, an' threatens to hoss whip him he'll take a hint if he ain't an idjit, an' I took the hint an' left. Some folks can't take a hint, but I kin, by heck!"

Several Audrain county hunters stopped in a church, a few days ago, and attempted to build a fire. They thought they had the coal oil can, but it was gasoline. The extent of their scars will be known after the doctor removes the bandages.

The Sahara Quartette.



There are Barber Shop Quartets; there are Lyric Quartets, and there are Grand Opera Quartets, but there are no other Sahara Quartets.

Sahara is a wonderful name! We talk about dry wit. This was certainly exemplified in the renditions of the Sahara boys, and they were encored and encored and then some. "Which one?" "Why, 241!"

"SUPERLATIVE SALESMANSHIP"

On Wednesday night, January 10, Dr. Ira E. Landrith of Nashville, Tenn., addressed the Bowser employees assembled, on the subject of "Superlative Salesmanship, or the Art of Living at Level Best."

Dr. Landrith said he was not a salesman, and therefore could talk with authority on the subject. He brought out the fact that the underlying elements of success in any line were also at the base of success in salesmanship. Honesty, right living, a clean heart, clear mind and noble character were all gathered together as an art which he termed "the Art of Living at Level Best." He interested and entertained his audience and stopped speaking all too soon for his hearers.

"Much is being said nowadays as to whether a salesman is born or made. The old schoolmaster, you will remember, said he taught the world was either round or flat, whichever shape the parents preferred. It doesn't make a particle of difference to the trade you visit whether you are a born or made salesman. That you are one, and a good one at that, is the only point at issue."—The Michigan Shoemaker.

You boys have all been as RIGHT in your getting of Big Business for 1916 as the product you represented and sold was RIGHT, and we are going to hand you the flowers now to let you know we appreciate your strenuous, consistent work.

The man who is always looking for trouble could use at least one glass eye to great advantage.

We become like the things we think.



Curtis Aviation Field, Newport News, Va. This Field was Thoroughly Bowserized by Our Energetic Pacemaker, Mr. D. W. Darden.

Co - operation

CONVENTION week drew together the three great forces that make the Bowser organization. It united the Sales Force with the Factory and Office Forces. Together the divisions stand for success. Each section is alive to its dependence upon the others. The salesmen know—had the Factory failed in the production of sound equipment—their struggle on the road would be in vain. They understand their dependence upon the office. The Factory and Office appreciate, without the Sales Force, the success of the plant would be forfeited and, without that success, the livelihoods of every member of the institution would be forfeited.

In that is revealed the meaning of the success of S. F. Bowser & Co., Inc. The progress of the organization depends upon the co-operation of the Factory, the Sales and the Office Forces. Upon you and me depends the success of the firm, the livelihoods of our families, the future of our children.

With so much at stake, don't you feel, Mr. Traveling Salesman, you are responsible this year with the Factory and Office to make the biggest fight of your life? In a proposition like this which concerns more than mere personal gain, there exists an incentive greater than you felt when you were struggling for yourself alone. Therefore, win over more names onto the dotted lines of your order book. Add to the security, the comfort, the happiness of hardworking, high-hoping, men and women who with you are striving today for the general good. Give yourself to that finest of all ambitions—the making of more joy in this world.

THE ROAD
AHEAD"



The Bowser
Boomer

VOLUME 4

FEB 1 1917

THE ROAD AHEAD

By S. B. Bechtel, Gen'l. Manager

I want to say that we surely do appreciate the efforts of not only the Pacemakers, but those fellows who just failed or did not succeed

in becoming Pacemakers. You fellows did not get all the business. The other fellows helped, and we appreciate their efforts as well as yours.



S. B. BECHTEL, Gen'l Manager.

The past year of 1916 has been a year of tremendous opportunities, a year of unprecedented prosperity. As a result of those conditions and of your efforts,

assisted by the officers, as Mr. Bowser said, we secured nearly six million dollars worth of business, an increase of 40 per cent over 1915, which is by long odds the biggest we have ever done up to this time. Thus a new record has been set and we have a new mark at which to aim.

1916 has been a year of opportunities, and it has also been a year of perplexities. It has strained our organization at Fort Wayne in practically every department. You know something of the strain on the Production Department. It has been a strain all along the line, and because of this expanding business, it has necessitated an enlarged organization, an enlarged factory and a somewhat new line.

As a business expands, a larger organization, as I said before, is necessitated. As a result of that, we have arranged for Mr. E. M. Savercool, whom you all know and whom to know is to admire, respect and trust, to come to Fort Wayne as General Sales Manager in charge of the American business. As some of you gentlemen may not have met Mr. Savercool, I am going to ask him to stand, so you will get acquainted with him. As General Sales Manager, Mr. Savercool will relieve Mr. Zahrt of

the executive sales work that Mr. Zahrt has been attending to. He will be ably supported in the work as Mr. Zahrt has been, by the three Division Managers located at Fort Wayne, who will have charge of their respective divisions entirely, and they will be held responsible for the success of the business in their division. Mr. Zahrt, being relieved of this executive sales work, will have the time to devote to more strictly executive matters.

Mr. D. S. Johnson who has been Sales Manager on the Pacific Coast, assisting Mr. Savercool in the management there, has been appointed Manager of the Pacific Coast territory, thus assuring that the policies which have been so successful there in the past will be continued.

As you have all seen announced in the Boomer, Mr. E. J. Little resigns, his resignation taking effect January 1st. We are mighty sorry to lose Mr. Little as in his ten years of service with the Company, in close co-operation with the Management at Fort Wayne, and in close touch with the sales situation throughout the country, we have all grown to love Mr. Little, but on account of local investments and the condition of his health, he found it necessary to resign. Mr. Little will continue to mingle with us a great deal, I don't know whether he is here at this time or not, but he will be with us throughout the convention, as far as his duties with the Wildwood Builders Co. will allow.

We are the more readily reconciled to Mr. Little's leaving by the fact that it enables us to call another friend of ours into closer touch with the sales organization at Fort Wayne, and that is Mr. R. S. Colwell. Mr. Colwell has been with the organization about fourteen years. He began work as a salesman in Ohio where he was very successful. Later, the Company desiring a young man of sales and road experience in the office here at Fort Wayne, in the corresponding sales, he was transferred to Fort Wayne. Later when a vacancy occurred, he was made Assistant Manager at Chicago, of the old Chicago District, and later was made Manager of the Chicago District, where he was most successful, bringing to the 1910 convention, as I recall it, the largest delegation of prize-winners we had ever had, to that time. Shortly after, he was transferred to the old

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Environment is a matter of choice, at least with your thoughts. Associate yourself with big, positive, successful thoughts, and the Pacemaker Club will be easy.

Promotions in the Organization

**MR. D. S. JOHNSON BECOMES WESTERN
MANAGER;**

MR. A. D. CARRIGER GOES TO CHICAGO;

MR. W. V. CRANDALL TO DENVER;

**MR. R. E. FLEMING NEW MANAGER OF
LOUISVILLE OFFICE.**



MR. D. S. JOHNSON, Western Mgr.

As is always the case in an organization the size of S. F. Bowser & Company, the constant enlargement of the business and the growth of the company make it possible for the management to promote those men who by their diligent, painstaking and conscientious service have merited reward.

Among the foremost changes at this time is Mr. D. S. Johnson's appointment to the Western Managership, succeeding Mr. E. M. Savercool. With the event of Mr. Savercool's coming to Fort Wayne as General Sales Manager, Mr. D. S. Johnson, who so ably assisted him in the organizing of the sales force on the coast, has been appointed his successor.

Mr. Johnson's connection with the company dates back to 1906, he having come into the organization early in his business career. Mr. Johnson was connected with the General Sales Department in various capacities until 1908, when he was transferred to San Francisco as

District Manager. Here, under the direction of Mr. E. M. Savercool, he has achieved great success and is thoroughly equipped in every particular to carry onward the splendid work which he has had a part in developing during the last few years.

Mr. Johnson will continue to be assisted in his work by Messrs. S. D. Stoddard and O. E. Dustman; Mr. Stoddard to retain his headquarters at Portland, Ore., while Mr. Dustman remains Manager of the Los Angeles branch.

There is no change in policies contemplated regarding the work on the coast. Mr. Johnson's complete familiarity with the firm's plans and policies as they especially affect the coast territories assures that things will go as serenely in the future as they have in the past.

The promotion of Mr. Johnson is merited in every way and we extend to him our heartiest congratulations and best wishes.

For some time past the company has realized that in large cities where we have big district offices located, the manager's time is so taxed with local conditions as to work a positive handicap on the remainder of the territory under his jurisdiction.

It was after a deliberation of this condition, together with the enormous possibilities which exist in the city of Chicago and territory immediately adjacent, that the management con-

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The New Central Garage at Miami, Fla. This Beautiful Home for Motor Cars was Bowserized by Pacemaker L. W. Crow.

Many salesmen possess more than a thousand acres of possibilities and have but a half acre under cultivation.

THE 1916 HOUR GLASS

By President S. F. Bowser



"WELL FRIENDS HERE WE ARE AGAIN!"

Mr. Bowser, when he stood before the 1917 Pacemakers' Convention and gave his main address, never spoke better nor was his message ever better received. He recalled the unfortunate circumstances which had befallen some of our near and dear friends in the loss of members of their families, and in the extreme cases of illness. He referred with special reverence to the passing away of Mrs. Allen A. Bowser. He recounted her useful Christian life and told what a big influence for good she was in our community. Pacemaker W. E. Tousley of the St. Louis Office was another who had passed away during 1916. He was well on the road to Pacemaker membership when he was called home. Mr. R. H. Darling, The Boomer poet—a more optimistic soul never lived—was also numbered in Mr. Bowser's reminiscences. Among those who had had serious illnesses or accidents during the past year were mentioned Mr. T. H. Rhoads and Mr. E. B. Bachman of Mississippi.

Mr. Bowser then turned to the subject of the wonderful strides the company had made during the past. He spoke of the unusual difficulties that had been encountered in the way of labor adjustments as well as the enlargement of the factory production to meet the ever increasing magnitude of the business. He touched upon the raw material shortage as it affected production, and he went to some length in explaining to the Pacemakers just what kind of an institution they were running at Fort Wayne. S. F. Bowser & Company, he informed them, was an organization with a heart and with a soul, and the employees' every interest was being fostered by the officials. He remarked upon the employees' building help plans for 1917, the insurance plan, the bonus that was being paid to the employees, etc. He mentioned the effect the spirit was having upon the workmen, how it was increasing efficiency and helping them put out a better product than ever before.

Mr. Bowser told of the Rules and Regulations which governed the conduct of the office employees and which insured a high moral standard for the people who do things in the firm. Our President then gave a comprehensive statement regarding the finances of S. F. Bowser & Company, and the enlargement of the organization's credit standing with the banks throughout the country. He indicated to the Pacemakers the confidence and good will that is exhibited by all the people with whom we have business dealings.

Mr. Bowser told of the company's plans for expansion, of the purchasing of additional ground in the vicinity of the present plant, and of the extensive building operations which are to commence early this year.

He explained how very busy he had been in the past arranging these matters, getting everything in shape to cope with the increasing sales.

It was with an extreme amount of pleasure that we heard the "Old Man" tell us about the enormous increases in the earnings of the salesmen, increases all the way from 18½ per cent. to 50 per cent. He elucidated at length on the provisions the company has made to take care of the salesmen's shipments during the present year while the new buildings are being arranged and he assured them that everything would be taken care of without any unnecessary delay.

WHEN WE SHOOT WE LIKE TO HEAR THE BELL RING.

Around this heading Mr. Bowser told a neat story of his ambitions for the year in the way of quota. He stated that in setting the quota at \$7,000,000 the firm felt that it could be reached without any difficulty. He said that a few of the more ambitious members of the organization wanted to make it \$7,500,000, but he felt \$7,000,000 was the proper point and that when we fired our wad we sure would hear the bell ring at the other end.

The "Old Man" told the boys that he had arranged a good time for them and that the firm was enjoying the Convention as much as the salesmen were. He desired everyone present to enter into the affair and make the most of the occasion. He expressed a hope and a wish that not only those who were present would be Pacemakers next year, but that every man on the road would meet him at the festive board spread for 1918.

Persevere to a successful conclusion. Only by sticking to a proposition can one hope to win. This is the virtue of a postage stamp.

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc.

E. J. GALLMEYER, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV

FEBRUARY 1, 1917

No. 4



THE ROAD AHEAD

The road ahead
Will be rugged or smooth
Just as you yourself will it.
For the road ahead
Exists first in mind,
And depends on how you will fill it.

The road ahead
Will bring you to grief
And Success you'll never find,
If apprehension, doubt and fear
Blur the vision of your mind.

The road ahead
Will be cheery of hue
If this precept you find
Optimism, confidence, enthusiasm too,
And success are four of a kind.

RESOLUTION OF THE DIRECTORS OF THE PACEMAKERS' CLUB

The following resolutions were adopted by the Pacemakers' Club while in session through their directors at the recent Convention:

Resolved, That this organization go on record as experiencing keen regret that some of the members of the Club for various reasons are compelled to be away. Also that we extend to them our heartiest greetings and express the wish that they be with us on the next occasion.

Resolved, That the slogan of the Club shall be "EVERY MAN A PACEMAKER EARLY."

Resolved, That the resolutions which were adopted during the last year's Convention as effecting the co-operation of the Pacemakers' Club with the Management of the Bowser organization be re-inacted. That the same spirit which prevaded the Pacemakers' organization in assisting the firm in the past year again find expression in the enhancement and advancement of the Bowser business for 1917.

EVERY MAN A PACEMAKER EARLY!

We announce with regret that we have been obliged to discharge one of our successful salesmen, a man who has been with us a number of years, a 1916 Pacemaker, for violation of our rule, "Responsibility."

GOODBYE, BOYS! I'M THROUGH

I thought this would be the easiest way to begin this little last acknowledgement of my appreciation of the kind consideration I have received at your hands during the past fifteen months.

It has been deemed wise by the Management that I assume new duties in the Sales Department which will make it impossible for me to continue my identity with The Boomer. That I am reluctantly severing my close association goes without saying. It does, however, open the way for you to a new acquaintanceship with Mr. D. M. Kagay whose wide experience in Publication, Advertising, and Sales work, together with his pleasing personality especially adapts him for the Editorship of The Boomer.

One favor I want to ask of you before I pull up stakes: Be as kind to Mr. Kagay as you have been to me. The feeling I know will be reciprocated in the highest sense and will result in the issuing of the best Boomer ever published.

Goodbye! And GOOD LUCK!

—E. J. GALLMEYER.

Continued from page 67

cluded that a resident manager was desired. In other words, they have created a district within a district comprising the cities of Milwaukee and Chicago and contiguous territory.

Because of his close association with the work and because of his peculiar adaptability for the place, Mr. Carriger's services have been requisitioned as Manager for the successful out-working of the new plan. Mr. Carriger has made an admirable showing in his work as District Manager of the Louisville Office during the past year, and this experience will all the more qualify him for a big undertaking such as the one he is now concerned with.

Mr. Carriger has had an eventful career with S. F. Bowser & Company and a very successful one. He has been in practically every branch of the service and has always made good. In soliciting him to work out this new plan the firm has paid Mr. Carriger a very high compliment. We bespeak for him a very great success.

Mr. R. E. Fleming, one of the Pacemakers of last year, who has for some time been identified with our Southern Sales Division, has been appointed District Manager of the Louisville Office to succeed Mr. A. D. Carriger.

Mr. Robert E. Fleming, or "Bob," as he is known by his friends, has been identified with the Bowser organization since 1903. He was employed as clerk and stenographer with the Sales Superintendent at that time. Later on Mr. Fleming was transferred to the new Boston Office, where he was employed under Mr. E. M. Savercool. Here he grew in responsibility and was in charge of the Mail Order Sales work. In 1905 Mr. Fleming's health broke and he became a farmer for a year. When he returned to work he made a trip up in Alaska and was

engaged there as a secretary to the general manager of the White Pass & Yukon Railroad. Mr. Fleming came back into the Bowser organization a number of years ago when he was placed in charge of our office at Mexico City, Mexico. As a revolution there caused a complete disorganization of the business, the Mexican branch was closed up and Mr. Fleming was transferred to Denver as Assistant Manager.

After remaining in Denver for a year and a half Mr. Fleming was transferred to the Atlanta Office in a similar capacity and it was not until September 1, 1915, that he took up active sales work in his territory in and around Tampa, Fla. He was highly successful and did half a Pacemaker's business before January, 1916.

The new man at the helm in the Louisville Office is thoroughly conversant with the Bowser line and its policies for he has been familiar with the line since he was a mere boy.

"Bob" Fleming is a Bowserite in every shape and form and we know that the Louisville Office will fare well under his direction.

Because of the peculiarity of the country and the inaccessibility of Montana from San Francisco, that part of Montana lying east of the Rocky Mountains will in the future be a part of the Denver territory. This brings the perpetual officer of the Pacemakers' Club, Mr. W. V. Crandall, under the Denver domain, and will make it possible for him to keep in closer touch with the District Office, where he can be advised two or three days sooner of his election to the Club.

In addition to Montana, large portions of the states of Nebraska and Kansas have also been transferred under the direction of Mr. C. C. Barnett. This makes a considerable increase in territory for the mountaineers, and a territory rich in prospects and possibilities. Mr. Barnett states he will have the whole line-up of officers for the next Pacemakers' Club in his territory. He certainly has a chance; no question about it.



A. D. CARRIGER



R. E. FLEMING



Come On Over to the Next Page, Boys!

"To be Polite and Dignified is a reward in itself, and to meet its opposite no weapon is deadlier—try it when forbearance seems at an end."

At the right hand of Mr. C. C. Barnet we find Mr. E. W. Sherburne, who for the past seven years has been manager of the Corresponding Sales and Order Departments of the San Francisco territory. Mr. Sherburne has been in the organization for quite a while and has become thoroughly Bowserized. He is peculiarly adapted to the handling of this new work since a great portion of the territory which makes up the Denver Office was at one time under the San Francisco Office and Mr. Sherburne was closely identified with the work.



E. W. SHERBURNE

Mr. Sherburne has made a record for himself in his work and we bespeak for him a very successful career in his new endeavors.

Mr. W. F. Paul, who has so ably assisted Mr. Barnet in the Cup-Winning feats of the past, has been transferred to Chicago and will act as assistant to Mr. Carriger in working out the problems affecting the new responsibilities there.

"Bill," as he is known among his friends, has been long in the service of the company and his steady rise is proof of the esteem in which he is held by the management.



MR. W. F. PAUL

The many friends of Mr. C. A. Wilson, popularly known as "Gus" will be delighted to learn that he has been appointed assistant to Mr. L. P. Murray, succeeding our friend, Hal Storr.

Gus has been in the Bowser organization since the "memory of man runneth not to the contrary" and knows the business from A to Izzard. That he will succeed in his new work is a foregone conclusion.



MR. C. A. WILSON

We all congratulate you, "Gus," on your good fortune.

A NEW LINE-UP IN THE PUBLICATION DEPARTMENT

With the resignation of Mr. C. D. Wheeler as Manager of the Publication Department—he to assume similar



MR. D. M. KAGAY

duties with the Gram - Bernstein Company of Lima, Ohio,—we have had the pleasure of bringing into the organization Mr. D. M. Kagay of Aurora, Ill.

Mr. Kagay comes to S. F. Bowser & Company with a wide experience in the advertising field, he having resigned the Advertising Managership of the firm of Richards-Wilcox Manufacturing Company of Aurora, Ill. Mr. Kagay is a young man full of pep and ginger and made of the kind of stuff that cannot help but put real sales punch into our advertisements.

With the advent of Mr. A. B. DeLacy's transfer to the New York Office as assistant to Mr. Davies, Mr. Forbes Morrison has been transferred to the Publication Department. Mr. Morrison is too well known in the Bowser organization to need introduction. His design work, his original layout and display circulars have all been too potent a factor in our strong line of sales helps and literature to question for one moment his ability for the work at hand.



MR. FORBES MORRISON

The work of these two gentlemen is to be further enforced by the co-operation of Mr. D. B. McConnell. "Mack" is widely known and universally liked, and we can look forward to some big stuff from our Publication Department in the future.

Some opportunity will come at some time to every man; then it depends upon himself and upon what he shall have made of himself, what he makes of it, and what it will make of him.

—The Packard Bulletin.

✦ ————— ✦

Fretting is like a rocking chair. You can do a great deal of agitating in it without getting anywhere.



BISCUIT BOY BURROWS

Our staff photographer caught "Jack" Burrows in an attempt to improve his wife's cooking.

By the toothsome grin we believe Jack thinks he succeeded.

Whether he did or not is a matter Mrs. Burrows alone can say.

To keep up, you must look up. To be a success, you must be an optimist.

Predestination, fate, luck, are the white flags of the white-livered army of quitters.

—The Packard Bulletin.

But at that, if a bump does not make a man hump to it all the harder, he is really a jelly-fish and ready for the discard.



Valve Department.

MODERN PHILOSOPHY

Having received benefits from anybody makes one debtor to everybody.

A change of pastures may make fat calves but what about the effect on the pasture?

Some men, even bishops, say they will "think it over" when their minds are already made up.

The man who has no confidence in his fellow men should not be employed as cashier in a bank.

We have heard of men who said they "could drink or let it alone" but we have never met one who tried it and was successful.

The managers of the opera house in a small town have no difficulty in securing ushers when it is a burlesque or minstrel.

If it requires an alarm clock to awaken you at 7 o'clock, the chances are you did not hear Opportunity when she knocked at your door an hour before.



NUFF

SAID!

EH,

WHAT?



B. L. Prince, Dress Parade. L. P. Murray at Bat.

SUCCESSFUL CANADIANS

News from the North:

Mr. C. F. Holstein sold \$2,300.00 worth of business shortly ago. Mr. C. H. Knodell disposed of six Cut 63 outfits at about the same time. Mr. Holstein's order consisted of a Cut 105, a Cut 106, a Cut 241, and a paint oil battery.

Is this work for the first part of January worthy of mention? You can see for yourselves that it is considered so.

George A. McCurdy is out after Pacemaker membership good and strong. He sent an order in the other day of eighteen points which was some "Hum Dinger."

One's most costly competitor is lethargy.

WILLIAM A. BERSCH CELEBRATES ANNI- VERSARY

On January 7th of this year Mr. William A. Bersch, our genial auditor and office manager, completed his sixteenth year in the employ of the company.



W. A. BERSCH, Auditor.

Sixteen years is a long time and a great many things have transpired since Mr. Bersch came into the organization. He came with the company as an office boy and was employed by Mr. Bowser himself. From this position Mr. Bersch steadily ad-

vanced and on July 1st, 1908, he was appointed head bookkeeper. On February 1st, three years later, he was appointed to the position of auditor of the company. And on August 16th, 1914, the additional responsibility of Office Manager was given him. In all his long experience with the company he has ever been alert and on the job, and his success is evident in the advance he has constantly made.

Few men who are not directly in the Sales Department are as familiar with what the salesmen are doing as is Mr. Bersch. He takes a keen interest in this branch of the business and is constantly perfecting systems to increase the efficiency in dispatching the work for the salesmen.

Mr. Bersch is genial and open-minded; one of those kind of men that make the Bowser organization the big power that it is.



Ence, menee,
minee, moe,

Watch Knoche
nab his toe.

Funny that he
seems so slow!

Fred's a swift
guy, we all
know.

Shaw! it may
be the photo

Holds Fred
steady. Likely so.



Day News 77

Night News 17

The Old Reliable Drug Store

C. H. Baker & Son

Leading Druggists

Established 1873

Bellevue, Texas 10-4 1915

S. F. Bowser & Co
PR Wayne Ind
Gents:- we have one of your
one barrel FF sledge hammers purchased
in 1892. This hammer has been in
constant use and is working
perfectly to day. In fact we
may state that it is giving
as good service to day as the
first day used. We heartily
recommend your barrel is
strong. Respr C. H. Baker & Son
mms.

No man is whipped until he admits it himself, and while it is easy to preach and hard to practice, we know—having been down in the valley as well as upon the hilltop—that there is no power on earth which can keep a man down if he is bound to get up.—Exchange.

There is a world of sense in the saying, "Sell your hammer and buy you a horn."

The New Cut 107



THE NEW

A STRIKING EXAMPLE OF BOWSER ACHIEVEMENT

The "Pacemaker" is a gasolene pump of distinctive design. Its classic simplicity and symmetry of its lines make it a veritable work of Beauty—a work of art that, as an advertisement, compels instant attention anywhere the motorist it looms up above the ordinary traffic with a positive, almost irresistible attraction.

The greatest advantages of the "Pacemaker" are the rapidity and ease with which it is operated. A turn of the key unlocks the pump and instantly makes it ready for business. It delivers two accurate, thoroughly filtered gallons of gasolene at each complete stroke of the plunger. The quick return feature, developed in this pump to its highest point of efficiency, returns the plunger to the bottom of the cylinder almost instantaneously. The discharge is without but very brief interruptions.

After the pumping operation is completed, the pump is quickly and securely locked by a simple push on the lock lever. When locked, it is absolutely proof against unauthorized use.

Two large Dial Indicators—one on the front of the pump and the other on the back—show in plain figures to both customer and operator the exact quantity of gasolene delivered and charged in any pumping operation. The front dial is graduated into tenths of a gallon for facilitating the determination of the prices of fractional quantities.

Briefly: The "Pacemaker" combines Bowser's Effective Advertising, Speed, Accuracy, Safety with Bowser Reliability—an inviolable combination for Increased Business.

"The Pacemaker" has been a leader. These two equipment facts that every advance step in the industry is followed by S. F. Bowser & Company,

Go to it now, gentlemen, and you will find that the equipment has been improved upon.

The New Cut 241

EQUIPMENT

THE IMPROVED RED SENTRY

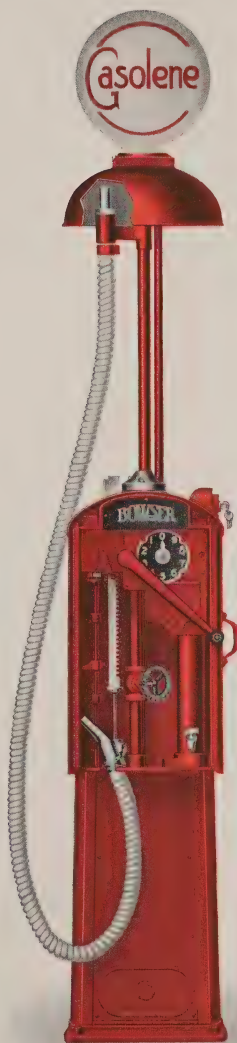
Red Sentry is a pump of established reputation. Thousands upon thousands of them are in service today and its users are its own best advertisements. Motorists have learned that its familiar guard marks the place where the best power producing, thoroughly filtered gasoline can be delivered from underground reservoirs directly into the reservoir of their cars without delay or dispatch. You will immediately recognize the advantages of this new equipment. It combines all the virtues of the old with the new features added.

The new equipment eliminates the swinging cabinet entirely, and by a half turn the upper cabinet telescopes into the other and the pump is ready for business. A new cog rack has been adopted, the value of which is immediately apparent. The new discharge register indicates in large figures—in plain view of the customer and operator—the number of gallons discharged in any pumping operation. Another feature is that a complete up and down stroke of the plunger must be made before the discharge register hand advances. This is brought about by the arrangement of the gears together with the cog rack.

The new Red Sentry is a beauty and the most reliable gallon pump of the type we have ever manufactured. Instead of having a ten gallon meter, as in the past, this new pump is equipped with a one hundred thousand gallon meter, the advantage of which need not be related upon. All in all, it is some pump worth looking forward to an enormous sale in the new equipment.

The Red Sentry has always recalled the many times reiterated saying pump line has been made

upon your sales records as the





Our Mr. Thomas Craig on the Left.

The first Bowser equipment installed in Fort Meyers, Florida, was sold by Mr. Craig. He demonstrated the equipment with the first model manufactured.

Mr. Craig has been with Bowser & Company for twenty-seven years. He is one of the first salesmen employed by the firm.

The
Way
They
Used
to Sell
Bowser
Pumps.

GIN, WAREHOUSE AND MACHINERY COMPLETE LOSS

Spartanburg Journal-
Dec 24-16

J. Y. Cantrell's gin house, machinery, engine room and warehouse, located about 10 miles from Spartanburg on the Farris Bridge road, were practically destroyed by fire yesterday afternoon about 6 o'clock. More than 40 bales of cotton in the warehouse were saved. Mr. Cantrell carried no insurance on the property which is almost a complete loss. Between two and three tons of seed and more than a ton of meal were destroyed with the buildings.

The fire originated from an explosion of gasoline vapor. The machinery was operated by a gasoline engine, and Mr. Cantrell kept a supply of the liquid on hand for this purpose. About 6 o'clock yesterday afternoon he went to the gin house, carrying a lighted lantern. When he neared the gasoline tank a terrific explosion occurred, setting fire to the surrounding wooden structures. In a short time the engine room and gin house were a mass of flames. Many neighbors gathered and helped remove the cotton from the warehouse, which a short time later fell a victim to the flames.



A Gulf Filling Station at Pittsburgh, Pennsylvania.

In the final analysis Civic Pride consists in cleaning up one's own backyard before howling about Park Improvement.



Interest

Signature

Appreciation

Mr. G. W. Allen Photographed During the Process of Making a Sale, From the Demonstration to Getting the Prospect's Name on the Dotted Line. This is Scientific Work.

WHAT'S THE USE?

What's the use of thinking 'bout the days that
have gone by
And left a shadow lying 'cross your way?
What's the use of living over all the sobs and
tears
And bringing all the heartaches back today?
Why not find the pictures of the life that you
have lived,
Blotting out the sadness of those years?
Why not keep on picking just the flowers of
the past,
And cover up the memory of tears?

R. H. DARLING.

Mr. R. H. Darling, poet, thinker, business man, is dead. In the little poem quoted, he left us his philosophy of life, the philosophy through which he gleaned happiness and strength from existence. If we could but follow Mr. Darling's idea of "picking just the flowers of the past" we would learn to appreciate, as did Mr. Darling, the worth of living.

In Mr. Darling, Bowser & Company lose not only a valuable business producer, but one of their finest gentlemen, one of their most respected friends.

It is mighty nice to come to a convention!
It is better still to come to the Big Show with
a big order.

This was done by several men. Mr. E. E. Lowe brought along something like fifty points of business on one order. Mr. J. H. Smitha of the Memphis Office brought along a nice, fat filling station order. Quite a number of the other boys enhanced their trip with big business.

A particular feature in connection with "Dad" Coddington's December business was that within twenty-three days he was only two points short in securing a Pacemakership—that for December alone.

We want to tell you "Dad" is **some there!**

While all the other boys were in Fort Wayne enjoying the Convention, our Mr. J. L. Bowie assured his early election to the Pacemakers' Club in 1917 by keeping right on the job. Among other things, he sold a Gasolene Installation to the Ohio River Sand Company of Louisville, Ky., in the shape of a Cut 102 outfit and other equipment.

Good luck, Mr. Bowie!

Mr. E. J. Gallmeyer,

Nobody has a right to find life uninteresting or unrewarding who sees within the sphere of his own activity a wrong he can help remedy, or within himself an evil he can hope to overcome.

—R. H. Mauk.

The Ladies of the Dallas delegation have requested me to ask you to please print a notice in the next Boomer addressed to the hostesses who entertained them so royally expressing their appreciation of their entertainment and hospitality during the Convention.

Very truly yours,
G. L. Prince

Many a business man has been swamped by the weight of his dignity.

ACHIEVING PACEMAKERSHIP

1. Add continually to your knowledge of the Bowser line. This will enable you to work all classes of business.
2. Work your territory systematically.
3. Keep a list of prospective customers.
4. Make a record of work accomplished each day.
5. Acquaint yourself with all oil companies in your field.
6. Work steadily all day.
7. Study every sales experience you have.
8. Learn to depend upon your initiative in making sales.
9. Live well.
10. Hold to your vision of achievement.

MR. C. R. ROSS.



Fire at Steubenville, Ohio.

During the big garage fire at Steubenville, Ohio, the Fire Chief stated several times he experienced no feeling of concern regarding the possibility of an explosion from the gasoline stored within a few feet of the flames.

"The equipment in which the gasoline is stored is a Bowser equipment," said the Chief to anxious bystanders, "and there is no chance of there being an explosion."



In the picture above we see the broad back of Mr. F. W. Devereux, the smiling Bowserite who scours the Bowser territory in and around Albany.

To the right of the picture you will see the first Ford ever built.

Observing Mr. Devereux's model we have "Mr. Skeptic" who no doubt is saying, "Young man, you can't make me believe that 'ere thing will pump a gallon o' oil. I don't care if it is a model, it won't pump a gallon."

All right, Devvie! Machs Gut!



A PLEA

(By F. A. Knoche)

Alleman! Oh,

Alleman!

Sew me up, Pard,

if you can;

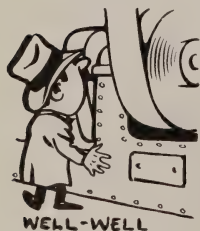
So my shoulder

cannot tan,

And I won't look,

an "Also Ran."

All the good resolutions you can make will not unlock the pearly gates unless you keep them.—Socrates.



The wheel is still revolving.

This for the information of Missouri men.



Would Harley think the game quite so simple if he lost?



If you can make a man both a buyer and a friend, then you are doing real constructive sales work.



WHAT WAS IT?

Mrs. Newrich: "My limousine has a Louis Quinze body."

Mrs. Clancy: "Faith, moine hez a tomato can's body."

Orator: "Who was the first believer in preparedness?"

Small voice from the audience: "Noah!"

First Party: "Did you know they were making Fords without horns next year?"

Second Party: "What's the idea?"

First Party: "They look like the devil now!"

And then, too, you have undoubtedly observed how much easier and harder it seems to rain when your umbrella is at the other end of the line.

Have confidence in everything you do—even when you eat sausage at a quick lunch next door to a dog catcher.

One by one our rights as the lords of creation are being gradually taken away from us. A western judge, for instance, has recently decided that a wife has a perfect right to heave a can of corn at her husband whenever she catches him kissing another woman.

Mr. Editor:

Have a care the way you take liberties with my facial hirsute adornment! Strange to what depths of jealousy mortal man can be stirred. Possibly you would like to take a correspondence course in whisker development?

Sincerely yours,

BRADSHAW.

Two gossips maligned an entire suburb. When the reputations of all their associates lay in tatters at their feet they parted.

"Meet me in church tomorrow dear," insisted the oldest scandal monger.

"I certainly shall, you sweet Christian!" acquiesced her comrade in crime.

"So you joined the Golf Club?"

"Yep, I had to come to it. The only chance of seeing some of the men I have to do business with is to meet them on the links."

First in the average life comes the habit of criticism and then as a close second trails the habit of giving advice. Everybody merits the one and needs the other, but if you want to make friends and retain them, shun both of these habits as you would a pestilence.

Commenting on the fact that this year's Fords were not equipped with speedometers, G. W. Allen says: "They are absolutely unnecessary; when running at fifteen miles an hour the mud guards rattle; at twenty-five, lights clatter, and at thirty, my bones rattle."

A man driving a Ford early one Sunday morning was stopped by a motoreycle cop. He asked the officer what he was stopped for. The officer replied, "Rushing a can on Sunday."

"Did you hear about young Jimjam's leg-acy?"

"No. Did someone leave him a fortune?"

"Yes. His rich uncle died and he inherited about twenty gallons of gasoline. The family fears it is going to be his ruin."





A couple of German prisoners were standing beside the road with their guard, waiting for an English regiment of Indian troops to pass. They gazed with a great deal of wonder on the queer dress, the turbans and long flowing robes of the Sikahs. One of them said, "By chiminy! Dos must be vimmens." And the other replied, "Nein, dos can't be vimmens because dey haf mustaches." A bright light overspread the first speaker's face: "Ah, I know vat dey are! Dot's some of dos 'Middlesex' soldiers dot we hear so much about."

One of the salesmen from the Texas territory tells this one: "Met an old darky from down state a few days ago, and I asked him how everything was in his home country. 'Fine, boss, fine. Eb'rybody's doin' jes splendiferous! Mos' all de white folkses owns automobiles and lots ob de niggahs is buyin' Fo'ds!'"

Work does not make one half so tired as the thought of it.

APPLICATION

A quota has again been assigned in Lubricating Oil Business.

Last year marked a 100 per cent. increase in our Lubricating Oil Equipment sales. That was the direct result of application.    

Application means everything!

When we apply ourselves conscientiously,
WE GET RESULTS.

In order to reach our mark this year we must again take ourselves seriously in hand and apply ourselves.

How many Lubricating Oil Outfits will You Sell?

TEN COMMANDMENTS OF BUSINESS

1. Honor the Chief; there must be a head to everything.
2. Have confidence in yourself — and make yourself fit.
3. Harmonize your work—let sunshine radiate and penetrate.
4. Handle each day the hardest job first; the easy ones are pleasures.
5. Don't be afraid of criticism; criticize yourself often.
6. Be glad too in the other fellow's success; study his methods.
7. Do not be misled by dislikes—acid ruins the finest fabric.
8. Be enthusiastic—it is contagious.
9. Do not have the notion success means simply money making.
10. Be fair and do at least one decent act every day in the year.

—S. F. Taylor.

A handsome piece of business was recently closed by our old war horse, Mr. E. P. Walker, which specified is as follows:

1 5-bbl., Cut 102.

2 52 B's, and

1 Transfer Pump with all the other accessories that Mr. Walker could trim the equipment with.

This order amounted to some twenty points of business.

Some business, Mr. Walker!

MAINE ARDOR FOR 1917.

"In regard to the amount of business for 1917, I am going to try and secure orders amounting to \$30,000.00. It will be a great disappointment to me if I fall short of this. Perhaps I am setting my goal too high, but I feel that with the number of prospects I have in the three counties I should come very near that amount."

L. T. RAND.

A rolling stone gathers no moss, but who the deuce wants to be covered with moss?

Continued from page 66

New York territory, and at the time of the rearrangement of the territories in the east, his headquarters were transferred to Harrisburg, where he has continued. His success as a manager is attested by the fact that he wins the Cup this year in Division "A."

This gives us an opportunity to recognize the sterling worth and merit of another old employee, and we have appointed Mr. H. C. Storr as successor to Mr. Colwell at Harrisburg. Mr. Storr has been with Bowser & Company about eleven or twelve years, coming into the old Correspondence or Mail Order Department when he began work. Prior to that time he was a successful salesman in other lines. He has held various positions, among which he was in charge of our Mexican office, same being located at Mexico City, and until the Madero Revolution we had some business, but at that time Hal got out of the country. Shortly after, he was Acting Manager at Toronto, during Mr. Hance's absence for several months in Europe; was afterwards Acting Manager of the Chicago office, and has been closely connected with the factory and organization at Fort Wayne for a number of years, so that sales management is not new to Mr. Storr. For the past year and a half, he has been Mr. L. P. Murray's assistant in the Mid-Western Sales division. We are exceedingly pleased with the opportunity to recognize Mr. Storr's sterling worth.

By reason of the increasing business and the complexities and problems in the sales work in the large centers, particularly the large manufacturing centers, we have arranged a local territory including Chicago, Milwaukee and the contiguous section of the country. That is a new division. This division will be a part of and under the supervision of the Chicago District Manager, Mr. T. D. Kingsley. The problems are large. The District Manager's attention being required in the large outlying district, we thought it advisable to put the immediate section around Chicago in charge of a Manager. Mr. A. D. Carriger has that appointment. Mr. Carriger was Assistant at Chicago, but for the past year has been Manager at Louisville. Knowing the conditions and problems at Chicago as he does from his experience

as Assistant Manager, we are expecting great things from him, and Tom expects to win the cup as a result.

Mr. Carriger's successor as Manager of the Louisville District has not yet been announced. It has not been settled. This announcement together with other additions will be published in an early issue of The Boomer. We have other changes, or not so much changes as expanding of the organization, in mind, which will be put into effect from time to time during the coming year. As a result of these additions and other expansions which will come, we feel sure that the quota for the coming year will be easily reached. As Mr. Bowser explained, this matter of the quota for the next year has been given serious thought. We felt that it was not so much a question of the sales opportunities as it was a question of organization and efficiency, and we have set the quota for next year at seven million dollars and we know we will get it. That quota for next year has been assigned to the different offices as follows:

Division "A"		Division "B"	
District	Amount	District	Amount
Albany	\$600,000.00	Denver	\$350,000.00
Atlanta	400,000.00	Indiana	240,000.00
Chicago	710,040.00	Michigan	280,000.00
Dallas	440,000.00	Ohio	260,000.00
Harrisburg ..	600,000.00	Louisville	160,000.00
St. Louis.....	400,000.00	Memphis	320,000.00
Toronto	480,000.00	New York.....	250,000.00
San Francisco..	385,000.00	Washington ..	370,000.00

(Let me say there will be a slight change in the territory which will account for the seeming smaller increase in the quota for San Francisco.)

That's easy, boys. This makes a total of \$6,245,000.00. The unassigned balance of the quota we expect to be made up by the Railroad Sales, Government Sales, Foreign Sales, and other miscellaneous items.

The business of the past year has not been an accident. It has been the results of a line of outfits absolutely beyond comparison with any other line that we or anyone else have ever put out. But beyond that, it is the result of an organization of "live wires," an organization filled with the spirit of success, and that organi-



Are you still dating them 1916?

zation is not an accident. Back of every organization there is some particular personality that is responsible. We all know who that personality is in this organization, and we are delighted to honor our President, Mr. S. F. Bowser, for without a personality like Mr. Bowser, there would have been no Bowser Sales Organization such as we have. And at this time we want to show you a replica of the marble bust which will be placed in the lobby of the new office building. We are exceedingly pleased to have this bust, which will be an inspiration to the force here every day and to the Sales Organization whenever they are in Fort Wayne. As a result of this thriving, successful personality, we have the line of superior outfits which we have, and as the latest result, we will show you the "Pacemaker Pump" Cut 107. (Pump uncovered.) This is the latest curb pump and our expectation is that it will in a large measure replace the Cut 241. We believe that this is absolutely the finest, best, quickest, highest quality of equipment that can be produced. You will notice on this pump that we have done away with all the covers. Every need of a quick action, high duty filling station pump has been met. It measures two gallons at a stroke.

We expect the "Pacemaker Pump" to be the leader and the one that salesmen will sell as a curb pump. We are confident that as you get to know this pump you will be delighted with it, for there are many added features that we have never had about any of our other curb outfits.

As a second to this pump, we have discontinued the 241 and substituted a new 241. You will note that we have retained the old style and the design is similar, but otherwise it is an entirely new pump, greatly improved and far ahead of the old pump. This has no swinging door. It has a cut steel cograck and pinion and a large dial. The door revolves and is very easily closed.

Now in connection with these two pumps I want to touch on a subject, and as an introductory statement would say, I want you all to believe that in any of the policies which the firm has adopted either in 1915 or 1916, we have done so as a result of our most earnest thought and our best judgment. In the early part of last year,

on account of the constantly increasing cost of material, we found it necessary to slightly advance our prices. That matter was most carefully considered from every standpoint. We counseled with our managers and found it was necessary to make some advance in prices. We carefully investigated. We took every purchase invoice for material purchased in 1915 and compared those prices with the prices in 1916 and found that the advanced cost was slightly in excess of 10 per cent of our sales. We knew that in adding that net item of approximately 10 per cent to our 1915 sales we covered the added cost of material to the firm, not covering any advance, and as you know, materials advanced throughout the year. We handled that additional cost without a cent of profit. We believe and we know that it was fair in the perpetuation of the business, in the making of jobs for you gentlemen, in your success as salesmen, to ask you to sell that 10 per cent without commission, the same as we were handling it and taking our losses on that. We believe that the business of the past year and the increased earnings of the salesmen have proven that our decision and our judgment was correct.

We told you at the time those prices were advanced that we did not know how long the net item would be maintained. We don't know now. Prices today are still soaring; 1917 prices are far higher than 1916 prices. Fortunately we have made our contracts for the first six months and we know that we can maintain our present prices until July 1st at least. We hope we can do so longer. The only reason that we have not covered ourselves for the entire year is that we do not know how long prices are going to keep up. We, ourselves, have felt that prices will be maintained during the first six months, but if there is a sharp reduction in the cost of material, we still have to pay our present contract prices, for under present conditions you can make no contracts protecting you against a reduction in prices.

We do not know what prices will be after July 1st. We cannot tell, but under present conditions we have felt that to make a uniform price and uniform arrangement on the net items we would carry the net items on the two new pumps the same as on the others. We hope that some

It is a good deal more important to watch your windings than it is to wind your watch.

time the prices of material will become more normal, and as we said at the time of the increase, May 1st, 1916, prices will be adjusted at as early a date as it is possible for us to adjust them, but at the present time there is no reduction in sight. In fact, the outlook is for further increases. Materials and labor are still soaring. As I said before, our contracts for the first half of 1917 were made last year. Since that time the market price has sharply increased.

With regard to the present market prices, I want to give you a few illustrations of what the firm is up against and one of the problems we have to face. I have an invoice here of the American Sheet & Tinplate Company, covering galvanized sheets. Here is an invoice of March 10th, 1915, covering 101,000 pounds of galvanized sheets. The net cost of that 101,000 pounds of galvanized sheets last year—the first part of last year—was \$2095.00. I have another invoice under date of April 17th, 1916 (just a year later) covering only 66,000 pounds, and the cost of that 66,000 pounds of galvanized sheets was \$2566.00 or nearly \$500.00 more than the 101,000 pounds.

Comparisons between former prices and our first half of 1917 prices are as follows:

Our price in 1915.....	\$1.95 per hundred
Our price in 1916.....	2.90 per hundred
Present price.....	7.15 per hundred

Invoice of February 2d, 1915, covering 4,300 pounds of brass tubing 4.66 inches in diameter, \$1,117.00. Another invoice—3,600 pounds bought in 1916—net cost of this item was \$2,043.00. So the cost of brass tubing in 1916 as compared with that of 1915 was just exactly doubled. (Any of you gentlemen who want to look into it, are privileged to see these invoices and any other invoices you want to see.)

Invoice of E. P. Townsend & Co.—March 15th, 1915, 1,500 pounds cone head rivets—\$25.50. Invoice of November 3d, 1916, 6,200 pounds, or just a trifle over four times as much as the other invoice—\$262.26, almost three times as much.

I could quote a lot of other cases here and there, all along that same line. I want to tell you something about our castings because we use so many of them. On gray iron castings (you can imagine how many thousand tons we use in a year) our price in 1915 was 2.65 cts. per pound; our price in 1917 (that is, for the first half of the year) is 4.5 cts per pound.

I simply mention these comparisons that you may see something of the problem on prices that

we are up against. The fact of the matter is that at the time we raised our price (the 1st of May, 1916), we were figuring then on those prices that were in effect at that time, but prices have continued to advance. On all items that we did not have contract covering the year 1916, prices were materially increased during the year, and in 1917 the 10 per cent nowhere near covers the additional cost of material.

In addition to this increase in the cost of material, there is a corresponding increase in the cost of labor, and today labor in our shop is costing us 41 per cent more than it did in the beginning of 1916, and that increase in the cost of labor was not taken into consideration in the increase of 10 per cent.

The only way that the firm's profits, the firm's earnings have been at all maintained is by the increased business, and that increased business gave us an additional margin. The only way that our profits will be maintained in 1917 is by increased business and increased efficiency. We will have to work harder; we will have to plan harder; we will have to have more business. And the question at once arises in your mind—How about shipments?

Mr. Bowser has told you some of the things that we are planning. This building will be used to enable us to increase production. The building which is being built and which has been delayed by not being able to get materials, should have been done the first of December, but is not done yet. We do not know when it will be finished, but we hope by February 1st. Some departments now in the main shop will be transferred to this new building, and this will be used as an additional Tank Shop, enabling us to take care of the tank end of the business. We have rented a factory 60x140 near here, which will be equipped with new, up-to-date machinery to enable us to increase the Pump end of the business. By the middle of February we will have broken ground for our new office building, as Mr. Bowser told you this morning. The engineers and contractors have told us that that office building will be ready for occupancy July 1st. The occupancy of that building will enable us to vacate the three buildings now being used for offices and turn them into additional machine shops, and we believe that we will be able to make more prompt shipments than we have in the past.

With the opportunities for increased business, with the unprecedented prosperity throughout the country, with only a 10 per cent raise where all other firms have made from 25 per cent to

Anybody can take an order, but it takes a real man to sell goods.

50 per cent increases, we feel that the possibilities of increasing our business to the seven-million mark are assured, with your earnest co-operation. We expect that co-operation the coming year as we have had it in the past. We feel that we can depend upon our organization. We believe that the Sales Force has confidence in the judgment and good sense of the Management. We believe, and it is a part of our make-up, from Mr. Bowser to the office boy, that the interests of the Sales Force and the interests of S. F. Bowser & Co. are identical, and what is good for the Company is good for the Sales Force, or vice versa. We will in every way strive to co-operate with and assist the Sales Force this coming year. We believe, in the expansion of our organization, that we will be in better shape to do this than we have ever been, and with your co-operation we are looking forward to 1917 as the biggest and best year we have ever had.

Another point in which you will be interested is the Pacemaker Club. This is the fifth year, and according to the original plan, would be the final year of the Pacemaker Club. It has been a source of great help to the salesmen. It has been a help to the business, and it has been of exceeding interest to all of us. We have accordingly arranged for the continuation of the Club indefinitely, and accordingly, those who were four-year men this year will be five-year men next year. Whatever your standing is this year, it will continue next and the rewards will be according.

We have made a change which I know will prove to be slight in the value of the Pacemaker points, and instead of Pacemakers being com-

puted according to lines, they will be computed according to outfits. The value of the points has been checked over on 1914 and 1915 Pacemaker records in order to get the values so that there will be no increased effort required in making the points for Pacemaker membership. In fact, on the average it is about 3 per cent easier to make the points on the new basis than on the old. There will be a few cases, I am sorry to say, where it will require increased effort, but that will be from very few men who are working practically one line of business, and that is "Store." With the big majority of our men, the effort required to become a Pacemaker next year will be less than this year.

The rewards will be as follows:

First year.....	\$ 50.00	Sixth year....	\$125.00
Second year....	75.00	Seventh year...	125.00
Third year.....	100.00	Eighth year...	125.00
Fourth year....	125.00	Ninth year.....	125.00
Fifth year.....	250.00	Tenth year....	250.00

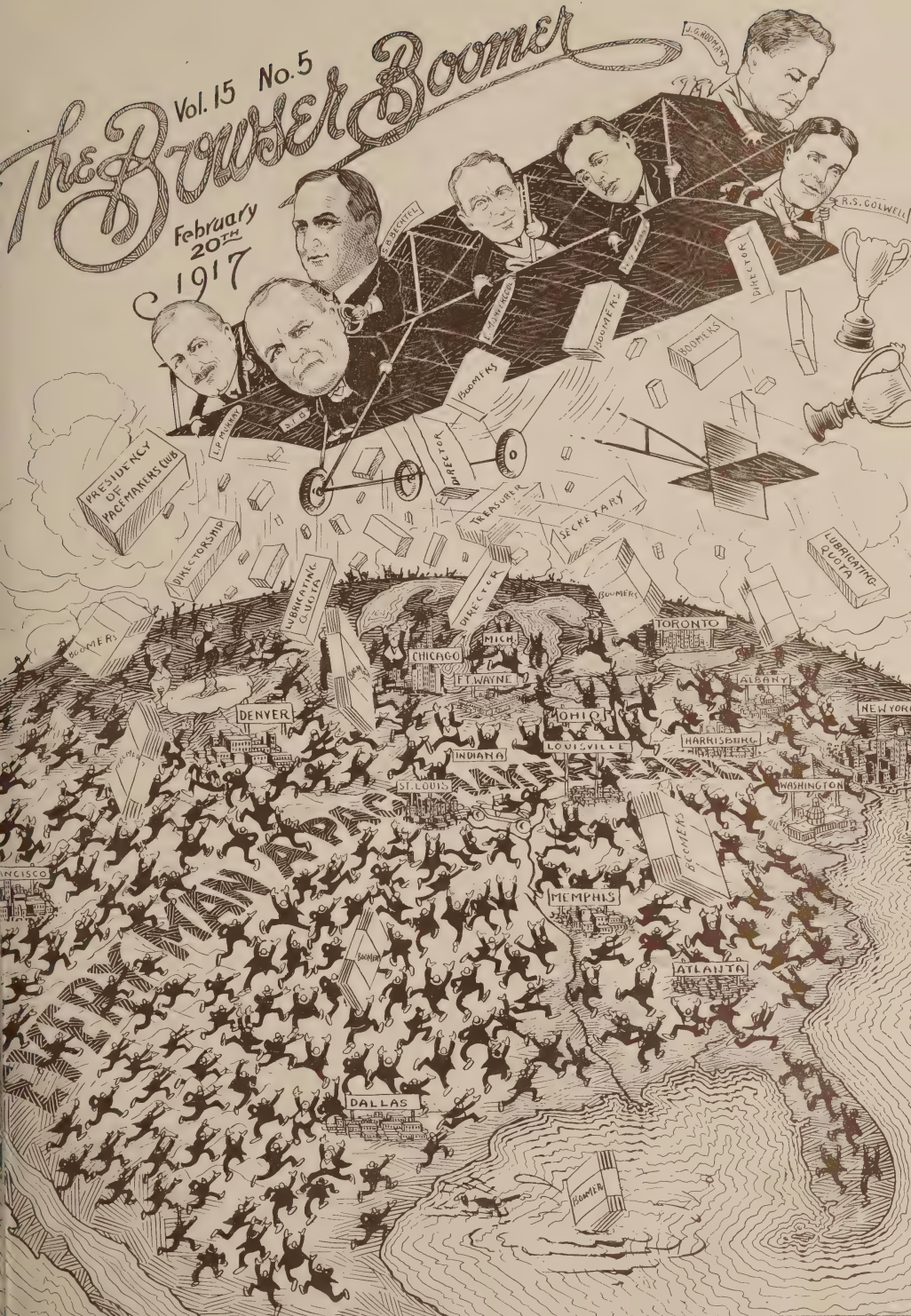
The objection has been raised that in paying the six-year man \$125.00, he is dropping back. You can look at it that way, but as I see it, you are advanced \$75.00, because if we did not do this, you would drop back to \$50.00 for the first year. As it is, you get the same for the sixth, seventh, eighth and ninth years as for the fourth, and counting up the total I think you will be well pleased. We expect this year the heartiest, best efforts of every man.

We are here to have a good time, to enjoy ourselves and celebrate your victory of the past year. While you are here, if there are any points you wish to talk over, as Mr. Bowser suggested, don't hesitate to take them up with the District Managers, or Mr. Savercool or myself, or if you prefer, you can go to "The Old Man."

YOU ask me how you can improve your position in life, how you can increase your income, and I'll tell you; just make your present position a business college in the University of Practical Experience. It is the most hard-headed school in the world. It is the only one I know of that pays its pupils while they study to become proficient.

—EXCHANGE.

February
20TH
1917



STANDING OF FORTY HIGH MEN

FEBRUARY 10, 1917

IS YOUR NAME HERE?

1. E. L. Milliron.....	Harrisburg	21. S. O. Williams.....	Dallas
2. K. F. Hessenmueller.....	Harrisburg	22. J. P. Connelly.....	Chicago
3. S. F. Taylor.....	Albany	23. E. R. Bird.....	San Francisco
4. W. B. Stamford.....	Harrisburg	24. W. S. Camden.....	Ohio
5. W. A. Armstrong.....	Michigan	25. H. F. Babbitt.....	Atlanta
6. R. D. Eckerberger.....	Memphis	26. C. P. Law.....	Harrisburg
7. C. F. Hohlstein.....	Toronto	27. J. S. Lewis.....	Dallas
8. A. E. Moffatt.....	Toronto	28. E. E. Lowe.....	Memphis
9. F. H. Peoples.....	New York	29. R. D. Leonard.....	Harrisburg
10. W. Lichtenberger.....	Chicago	30. H. A. Vortigern.....	Harrisburg
11. T. C. Potts.....	Ohio	31. R. Coddington.....	Denver
12. J. G. Phipps.....	Ohio	32. D. W. Darden.....	Washington
13. J. W. Weems.....	Dallas	33. J. J. Cline.....	Atlanta
14. J. T. Gibbons.....	Washington	34. N. Brown.....	Dallas
15. C. M. Fredericks.....	St. Louis	35. J. S. Sheehan.....	Indiana
16. J. F. Vonderembse.....	Denver	36. H. U. Earle.....	Denver
17. G. W. Scott.....	New York	37. C. B. Sunderland.....	Indiana
18. J. M. Tucker.....	Dallas	38. F. W. Devereux.....	Albany
19. S. W. Scroggs.....	Dallas	39. T. F. McWaters.....	Atlanta
20. H. T. Eggleston.....	Memphis	40. H. T. Sterne.....	Toronto

District Office Quota Standing 6th Week Ending Feb. 17

DIVISION "A"

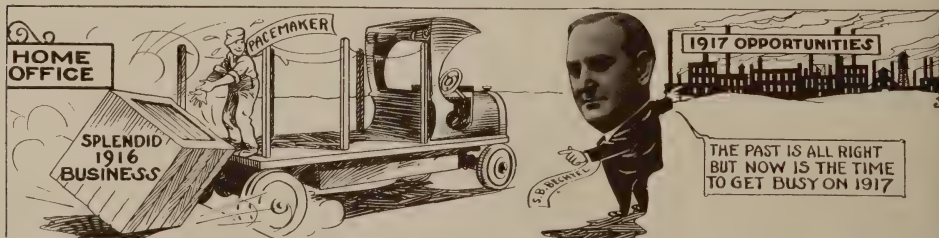
1. Dallas.....	B. L. Prince, Manager
2. St. Louis.....	L. E. Porter, Acting Manager
3. Atlanta.....	H. C. Carpenter, Manager
4. Harrisburg.....	H. C. Storr, Manager
5. San Francisco.....	D. S. Johnson, Manager
6. Chicago.....	T. D. Kingsley, Manager
7. Toronto.....	W. R. Hance, Manager
8. Albany.....	W. M. Mann, Manager

DIVISION "B"

1. Ohio.....	I. L. Walker, Manager
2. Memphis.....	H. W. Brown, Manager
3. Washington.....	A. W. Dorsch, Manager
4. Indiana.....	J. W. Burrows, Manager
5. Michigan.....	A. S. Bowser, Manager
6. New York.....	C. H. Davies, Acting Manager
7. Louisville.....	R. E. Fleming, Manager
8. Denver.....	C. C. Barnett, Manager

District Office Lubricating Standing, February 21, 1917

1. MICHIGAN	5. WASHINGTON	9. INDIANA	13. ALBANY
2. DALLAS	6. MEMPHIS	10. ST. LOUIS	14. NEW YORK
3. OHIO	7. ATLANTA	11. CHICAGO	15. TORONTO
4. HARRISBURG	8. SAN FRANCISCO	12. DENVER	16. LOUISVILLE



The greater part of your success or failure really depends on your personal efforts and your attitude towards circumstances and conditions.

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV FEBRUARY 15, 1917 No. 5

YESTERDAY'S GAME AND TODAY'S

You remember when a boy how you and the "neighborhood gang" used to get together summer evenings. It wasn't the game played that made those hours significant, it wasn't the excitement of the chase, the matching of your prowess against your pals—it was the spirit you put into that game.

We grow up—get heavier, taller, stronger, and in some respects wiser. We accept the notion that because we are men the responsibilities of manhood demand we be serious. We change our attitude toward life—cease to be irresponsible and somehow confuse irresponsibility with play. Because we do, we deny ourselves wholesome pleasures. We crush back the spirit of playfulness we once put into a summer night's game. We make maturity difficult. By smothering the very quality that makes for happiness we take the worth out of living and harm our chances of accomplishment.

Understand, for your own good, you are still playing the game you began as a boy, still matching your ability against the other fellow's. Yesterday's game and today's is one and the same. You have only replaced your wooden sword with a Bowser model. The conquests you now make are tangible, real, and are therefore of more value and importance. When the Home Office wires, "Come along, fellows, let's do something big," don't you hear the echo of the old dare you took up in your youth? Don't you understand how very much yesterday's game and today's is one and the same, when you put into it the spirit you put into your youthful play?

DO SOMETHING!

There are three goals that should fire the ambition of every live wire in the Bowser Organization.

One is the attainment of an **officer's position** in the Pacemakers' Club.

Two is the achieving of **directorship**.

Three is the **winning of the Cup**.

Every man has at this time an excellent chance to be an officer. It takes six consistent days of effort to do this. And IT IS WORTH IT? And it is up to YOU!

I predict the President of the Club will be selected before May 1st; the Vice President before May 10th; the Secretary before May 20th; and the Treasurer before June 1st. What chair is to be reserved for you?

Those salesmen who become Pacemakers early this year are going to make **big money**. Bowser & Company have a bunch o' **live ones**. WHO IS GOING TO GET THE CUP?

FEBRUARY

Second month; twenty-eight days.

Evening stars: Mars Jupiter, Saturn.

Morning star: Venus.

Moon's phases: full, 6; last quarter, 14; new, 21; first quarter, 28.

- 1 Th. Texas seceded 1861.
- 2 Fr. Treaty between U. S. and Mexico, 1848. Groundhog day.
- 3 Sa. Remember Boomer's injunction to see prospects on Saturday.
- 4 Su. Interstate Commerce Commission established 1887.
- 5 Mo. Roger Williams landed 1631.
- 6 Tu. LaSalle began descent of Mississippi 1682.
- 7 We. Great fire in Baltimore 1904.
- 8 Th. First U. S. Bank incorporated 1791.
- 9 Fr. William Henry Harrison, 9th president, born 1773.
- 10 Sa. This afternoon make out orders to send Bowser's Monday morning.
- 11 Su. American flag raised at Iloilo, P. I., 1899.
- 12 Mo. Abraham Lincoln, 16th president, born 1809.
- 13 Tu. You buy a valentine.
- 14 We. She gets it.
- 15 Th. St. Louis founded by French 1764.
- 16 Fr. Better keep Boomer advised if you expect to be known.
- 17 Sa. "War of 1812" with Great Britain ended 1815.
- 18 Su. New hats and things timidly herald approaching Spring.
- 19 Mo. First lodge Knights of Pythias formed 1864.
- 20 Tu. Cuban revolution began 1895.
- 21 We. District of Columbia given territorial government 1871.
- 22 Th. George Washington born 1732.
- 23 Fr. Siege of the Alamo 1836.
- 24 Sa. George William Curtis born 1824.
- 25 Su. First Sunday in Lent.
- 26 Mo. Victor Hugo born 1802.
- 27 Tu. Russel A. Alger born 1836.
- 28 We. Retailers glad dullest month is over.

The meeting of a prospect isn't a mechanical matter-observed merely for its conventional significance. A handshake has been known to sell a Bowser outfit.



"We are out to beat the 'Old Man's' quota on the sale of lubricating outfits this year. It is not necessary to have a factory territory to sell a large number of these equipments."

E. M. SAVERCOOL.



other words, his lubricating oil under the stairs in a dirty barrel."

T. D. KINGSLEY.



"Are you going to make the quota assigned you for Lubricating Outfits? Surest thing in the world. Are you going to finish right up at the top in 1917? Will you make the quota? SURE!

A. W. DORSCH.



"You are doing fine, boys. I have no doubt but what you are going to give us regular Garrison finishes before the end of 'Little Old February.'"

C. C. BARNET.



"If you want to see Pacemakers in the making look toward the East. Something doing in Albany!"

W. M. MANN.



"Every man a Pacemaker—an established fact for 1917."

C. H. DAVIES.



"The sun never sets on our efforts—that's why we will make a record this year."

D. S. JOHNSON.



"There will be no vacancies at the next Pacemakers' Banquet so far as Memphis is concerned."

H. W. BROWN.



"All the major leagues in Texas claim our boys for the baseball diamond this spring."

B. L. PRINCE



"Without question there is just as good, if not a better, field in Canada than anywhere else on this continent for the sale of lubricating outfits—52B, 63, 64, 154 and 172. One man in our organization nearly paid his traveling expenses last year by the sale of lubricating equipment only."

W. R. HANCE.



"Let it be our aim to sell Cut 154 Wheel Tanks to every owner of a Cut 241 or Cut 102 gasoline equipment. It is the natural accompanying outfit. And the profit realized from the sale of lubricating oil on the curb is equal, if not greater, than from gasoline."

H. C. STORR.



"Nothing can be completed without a beginning. Make that grand start on the Lubricating Quota, and make it now! The first step is to get full of your subject; to realize what you are trying to accomplish. A day lost now may see the Pacemakers' train ahead of you in the distance."

H. C. CARPENTER, JR.



"We want to get 100 per cent plus on this Lubricating Quota, boys, and we can do it."

L. E. PORTER.

"The Bowser Sales Organization has started the year in a grand, prize-winning style. Nothing is impossible in the way of achievements in the business world nowadays."

A. S. BOWSER.



"Say right now that you are going to be a prize winner and go out into your territory and do it."

J. W. BURROWS.



"Boys, we sure have been getting our share of the business. We're going great."

I. L. WALKER.



J. P. STOVALL ILL

It is with considerable regret we learn of Mr. Stovall's confinement to a hospital in Washington. We appreciate that J. P. is suffering far more from his inability to keep in the running than he is from the seriousness of his condition.

J. P., rest easy! You're a top-notch. Don't worry about getting a little behind in the race. You'll catch up once your health improves. We appreciate the change of scenery you are experiencing right now isn't to your liking, but you've faced more annoying circumstances and come through with banners flying.

Here's to your immediate recovery. Best wishes! And cheer up.



MR. J. P. STOVALL

THE MAN WHO CAME BACK

A deal of interest is always centered upon the man who comes back. History and fiction have much to do with characters of this type. So also has real life—even business life where the shadow of Romance is not supposed to rest.

This little story has to do with business life. It treats of a salesman's return to the commercial world enacted in a setting supplied by Bowser & Company. The man who "came back"

and came back strong is Mr. J. S. Sheehan. He has been out of our employ for a year. Last week he brought with him upon his return to the organization closed business in the amount of \$2,244.30.

There is fictive interest as well as commercial value in such a return.

HERE'S HOW, MR. ROOS!

George, that \$529.50 order of yours made us sit up and consider. Evidently you believe in beginning the New Year RIGHT.

In your letter you wrote, "I worked on the night I took my dry cleaning order until 10:30" That half - a - thousand-dollar result proves the value of overtime effort now and then.



Mr. George Roos on the Right.

MORE IRONS THAN ONE

It is agreed in scientific circles that the greater capacity a man has for doing well a variety of things the cleverer that man proves himself to be.

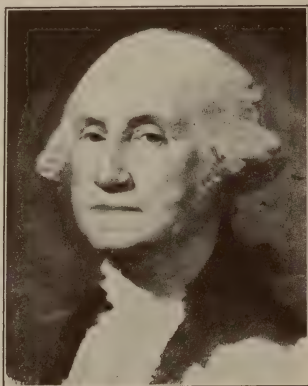
Mr. S. J. Redford recently brought to mind this truth. He has for some time been weighing down our mail bags with orders for the entire Bowser line. What S. J. has to say about the scientific significance of having more irons in the fire than one is not known to us, but we haven't any doubt as to his opinion of the worth of the commissions he is earning. As for what we think about Mr. Redford's work—such versatility is most commendable. We tender Mr. Redford our heartiest congratulations and wish here to prophesy that we shall meet Mr. Redford at our next Pacemakers' Convention.



MR. S. J. REDFORD

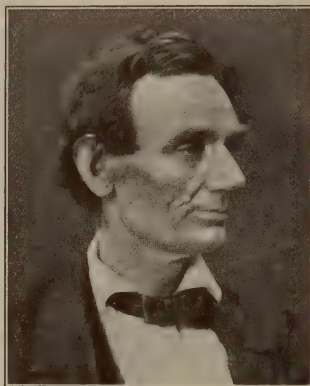
When we consider how many worth while things there are in life isn't it something of a conundrum that more of us don't go after them?

These men were Presidents!



GEORGE WASHINGTON

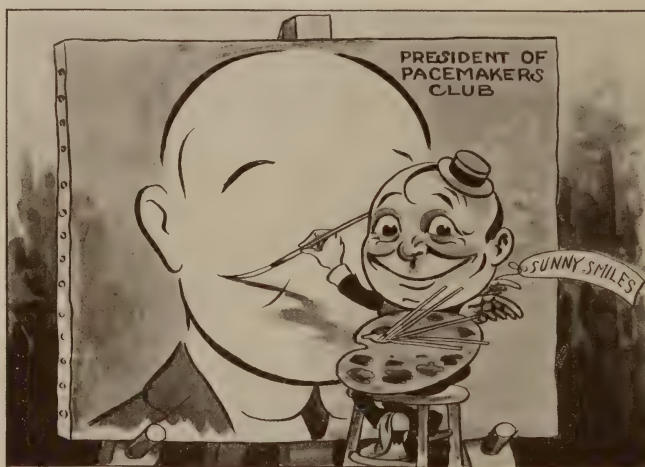
Born, Feb. 22, 1732 - Died, Dec. 14, 1799
President, 1789 - 1797



ABRAHAM LINCOLN

Born, Feb. 12, 1809 - Died, April 15, 1865
President, 1861 - 1865

Who will be the next PACEMAKER PRESIDENT?



"He who warns us against ways which lead to nothing does us as great a service as the man who sets us on the right path."—HEINE.

VISITING SALESMEN

W. A. Armstrong, "Wallie," was a Bowser visitor the other day. It is suspected he just came in to tell us the news—a new car in the Armstrong family.

When B. N. D. Milliron strayed into Mr. Cragg's reception hall yesterday, grip in hand, he was told of the calamity that had overtaken his friend "Wallie." B. N. D. stood in thoughtful silence for a moment and then with a sigh exclaimed, "At last the end of those long-famous Ford jokes is upon us. Oh, Wallie, Wallie! Why did you do it!"

A short time ago we received a call from W. C. Halsey. We are always glad to see Mr. Halsey when he comes to town for we enjoy having a talk with him whenever he can see fit to leave the road.

W. M. Mann was here a week ago. By his determined and optimistic manner we predict he is going to lead all of the Albany boys to victory next year sure. How about it, fellows? Are you going to let him?

George Kinsley was our guest during some pretty raw blizzard weather. He was enthusiastic concerning business conditions in his territory and he prophesies a successful year for all Bowser salesmen.

The other day we had the pleasure of shaking hands with R. T. Lawrence. We were very glad to see Mr. Lawrence. He is in first class shape and informed us "business was more than fine."

Mr. H. D. Myers and Mr. W. S. Camden visited the Factory on Tuesday and Wednesday, February 7th and 8th. Both of these gentlemen represent us in Southern Ohio; Mr. Myers is located at Portsmouth and Mr. Camden northeast of there.

Mr. W. F. Treadway is at the factory this week taking instructions. Mr. Treadway will be assigned territory in the southwestern part of Ohio with his headquarters at Dayton. We expect Mr. Treadway will be with us at the Pacemakers' Convention next year.

Mr. Walter Eastman, Head Salesman in the Boston Office, has been making a very enviable record. Last year his organization produced in winning style and they are at it again in full force. All right, Eastman, here's good luck, and may they come easy, early, and often.

The Napoleon of the North does not necessarily work in Bismark—but our little fighter, Weego, is making his mark out in the "cold, cold world."

We had a mighty fine order from Mr. L. P. Cox recently with the information that three more of the same caliber were en route. This is certainly gratifying and will go a long way toward qualifying Mr. Cox for membership.

Mr. H. T. Eggleston of the Memphis District is sending in a fine business currently and going in Pacemaker style. When the roll is called he'll be there.

Pacemaker T. C. Potts "ate at our table" the other day. After the meal he passed around the cigars. Our reporter was unable to get him to talk as to why the celebration—but he carries good cigars.

J. H. Armstrong of tablet-cutting fame a few years ago, came over from Detroit to pay us a visit. He must have been after fly casting data, from the way he cross-examined Mr. Savercool on whipping western trout streams.

DO YOU KNOW THAT

The sale of one quart of lubricating oil per day means 91.4 gallons per year. At a profit of only 10c per gallon this means \$9.13 a year, or better than 10 per cent on an investment of \$90.00. The sale of one gallon per day means better than 40 per cent on the same investment. The sale of two gallons per day at 10c per gallon profit means \$73.00 profit or 81 per cent on the investment. Furthermore, two gallons at 25c profit, which nine times out of ten is the actual case, means \$182.50 or 202 per cent on the investment.

Will a Cut 154 pay?



A PUZZLE PICTURE

Senator Chandler says this is a puzzle picture. Puzzle—find the most interesting object. Easy! The answer? Why, 241!

It isn't advisable to scoff at the pleasantries of a humorist. You'll have a grouch on your hands if you do.

The Ideal Salesman

1917 and Always



FIRST, he plans his work EVERY night for the following day. He sees on an average eight new people each day, tries to get at least three good interviews and to close a man each day. If he goes into a neighborhood, or town, or section of a city, where he is unable to close any of the prospects he had in view for that day, he tries to secure from them new prospects in that immediate neighborhood so he will lose no time. The fact that this man is doing a splendid business day in and day out, every week, every month, and every year, is evidence that *it pays a man big dividends not only to have a system, but to use it.*

Furthermore, this man is on the square with himself. He knows what he is capable of doing. He places a value on his time. He utilizes his time to the very best advantage. He tries to provide for his family in the way that a real man's family should be provided for. He knows that they look to him and he feels the great responsibility of raising and protecting them. He feels his family is entitled to the best there is in life and he gives it to them.

Analyze your work for the last sixty days, analyze how many people you've seen and talked business to straight from the shoulder. Understand what you are doing, and how you are doing it. Be an ideal salesman.

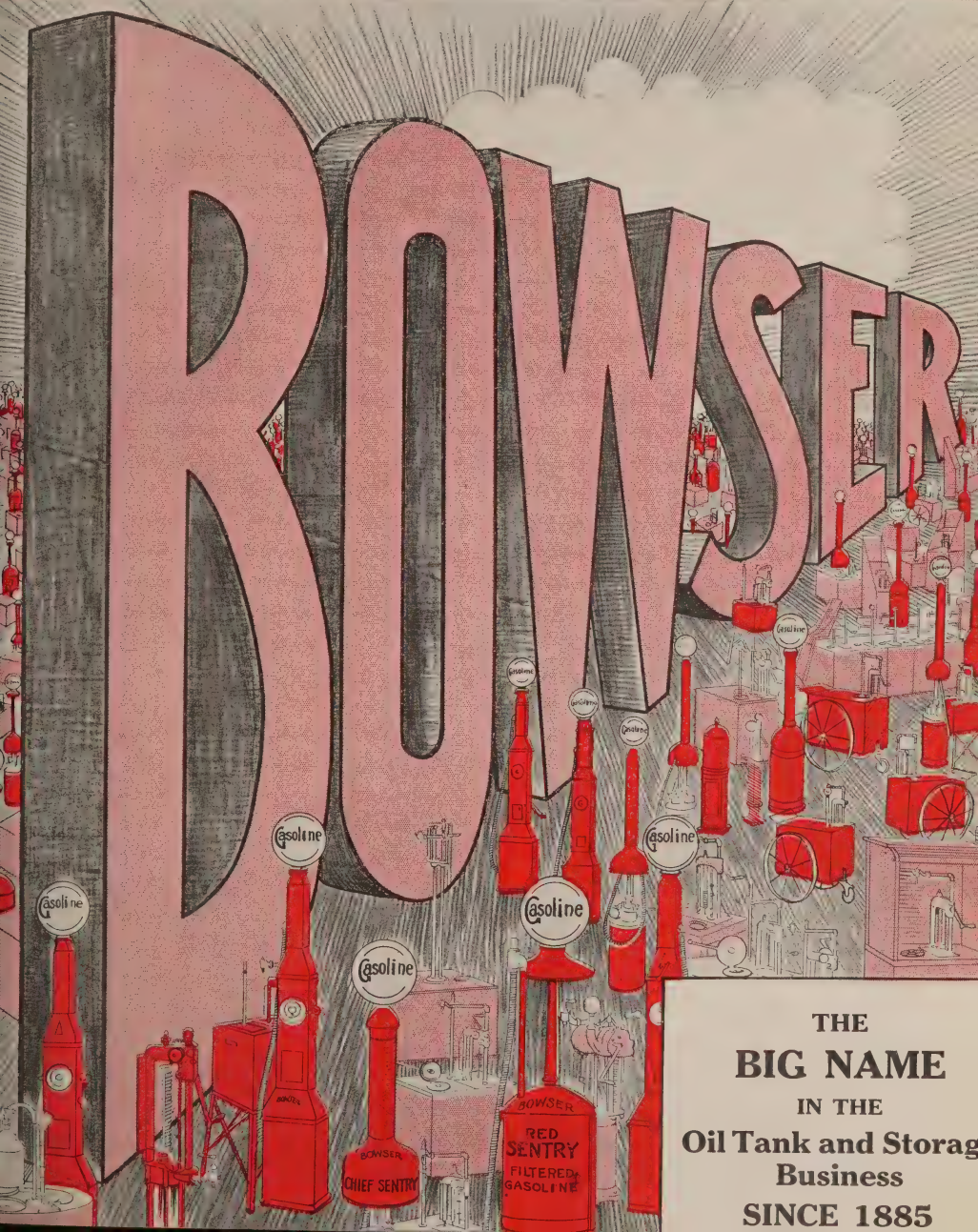
—From the New York Life Insurance Magazine.

BOWSER BOOMER

Vol. 15

March 1, 1917

No. 6



THE
BIG NAME

IN THE
Oil Tank and Storage
Business

SINCE 1885

STANDING OF FORTY HIGH MEN

FEBRUARY 26, 1917

IS YOUR NAME HERE?

1. K. F. Hessenmeuller.....	Harrisburg	21. C. M. Fredericks.....	St. Louis
2. E. L. Milliron.....	Harrisburg	22. J. W. Weems.....	Dallas
3. W. A. Armstrong.....	Michigan	23. S. O. Williams.....	Dallas
4. W. B. Stamford.....	Harrisburg	24. M. D. Keefe.....	Albany
5. T. C. Potts.....	Ohio	25. S. W. Scroggs.....	Dallas
6. F. H. Peeples.....	New York	26. C. R. Eggleston.....	Albany
7. J. J. Connelly.....	Chicago	27. P. L. Smith.....	Dallas
8. S. F. Taylor.....	Albany	28. H. A. Vortigern.....	Harrisburg
9. R. D. Eckeberger.....	Memphis	29. H. T. Eggleston.....	Memphis
10. J. G. Phipps.....	Ohio	30. J. M. Tucker.....	Dallas
11. R. L. Matthews.....	Dallas	31. G. W. Scott.....	New York
12. J. T. Gibbons.....	Washington	32. H. U. Earle.....	Denver
13. E. R. Bird.....	San Francisco	33. D. W. Darden.....	Washington
14. J. F. Vonderembse.....	Denver	34. S. C. Johnston.....	Memphis
15. W. Lichtenberger.....	Chicago	35. B. A. Deffler.....	Chicago
16. C. F. Hohlstein.....	Toronto	36. R. Coddington.....	Denver
17. J. A. S. Meyers.....	Memphis	37. E. L. Veirs.....	San Francisco
18. A. E. Moffatt.....	Toronto	38. J. R. Sibley.....	New York
19. R. D. Leonard.....	Harrisburg	39. J. S. Lewis.....	Dallas
20. F. W. Devereux.....	Albany	40. F. H. Richardson.....	Albany

District Office Quota Standing 7th Week Ending Feb. 24

DIVISION "A"

1. Dallas.....	B. L. Prince, Manager
2. St. Louis.....	L. E. Porter, Acting Manager
3. Atlanta.....	H. C. Carpenter, Manager
4. Harrisburg.....	H. C. Storr, Manager
5. San Francisco.....	D. S. Johnson, Manager
6. Chicago.....	T. D. Kingsley, Manager
7. Albany.....	W. M. Mann, Manager
8. Toronto.....	W. R. Hance, Manager

DIVISION "B"

1. Ohio.....	I. L. Walker, Manager
2. Memphis.....	H. W. Brown, Manager
3. Washington.....	A. W. Dorsch, Manager
4. Michigan.....	A. S. Bowser, Manager
5. Indiana.....	J. W. Burrows, Manager
6. Louisville.....	R. E. Fleming, Manager
7. New York.....	C. H. Davies, Acting Manager
8. Denver.....	C. C. Barnet, Manager

District Office Lubricating Standing, February 21, 1917

1. MICHIGAN	5. WASHINGTON	9. INDIANA	13. ALBANY
2. DALLAS	6. MEMPHIS	10. ST. LOUIS	14. NEW YORK
3. OHIO	7. ATLANTA	11. CHICAGO	15. TORONTO
4. HARRISBURG	8. SAN FRANCISCO	12. DENVER	16. LOUISVILLE

"Work as if you were to live forever;"

"Live as if you were to die tomorrow."

—The Packard Bulletin.

Tact never yet failed to sell Bowser equipments, but heated arguments often have.

Coming Events

BASED ON 1916 ELECTION
RETURNS

April 13th—

Presidency of Pacemakers Club.

April 26th—

Vice-Presidency
of Pacemaker Club.

May 6th—

Secretaryship
of Pacemaker Club.

May 13th—

Treasurership
of Pacemaker Club.

Between May 17th
and December 22nd—

DIRECTORSHIP of

ALBANY
ATLANTA
CHICAGO
DALLAS
DENVER
HARRISBURG
INDIANA
LOUISVILLE
MEMPHIS
MICHIGAN
NEW YORK
OHIO
ST. LOUIS
SAN FRANCISCO
TORONTO
WASHINGTON

SMALL PLANTS AND CUT 63 OUTFITS

A Sales Argument by Mr. E. W. Cline

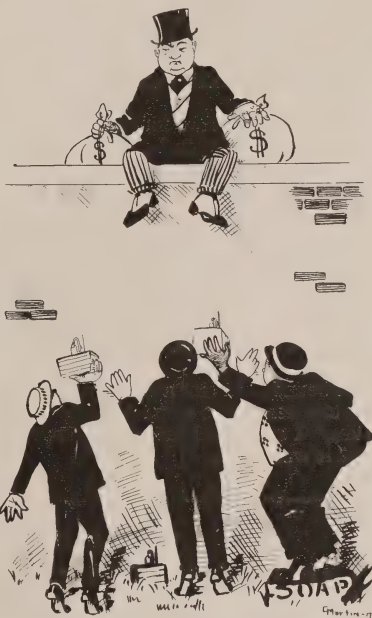
Many small plants throughout the country handle but one or two barrels of oil a year. To the owners of these mills and factories the purchase of a Cut 63 outfit seems absurd;

But: In such plants valuable machinery is installed and high grade oil used.

And, when this oil is stored in old barrels or other makeshift containers, dust, grit and sediment from the barrel or open tank mixes with the oil and flows into the delicate machinery.

Then Mr. Mill Owner or Mr. Factory Manager has not only ruined his oil but he has injured his costly machinery with this result:

Many times the price of a Bowser outfit will have to be paid out to remedy the damage a perverted sense of economy brought about.



Ever been on the fence?

Ever need to be convinced you didn't want to stay there?

Then you know how General Public feels.

Win him over to your side of the brick wall, boys!

Play a game of "swap" with him.

You and General Public will both profit.

Impersonally judge your efforts. The criticism of a stranger isn't likely to be biased.

ARE YOU THE MAN?

Owing to a recent change in our organization we will need four men to fill the following chairs:

**PRESIDENT
VICE-PRESIDENT**

**SECRETARY
TREASURER**

Each man must have 500 points of achievement. A board of DIRECTORS will be chosen, after these chairs have been filled. Begin NOW to file your points of achievement. For information, address

PACEMAKERS CLUB—Fort Wayne, Ind.

OPPORTUNITY

By Percy M. Cushing

I saw her come athwart the morning light,
Her face all radiant with the sunrise glow
Of hope and promise in her lips and hair;
Her eyes dream-dimmed as one who through the
night

Stares long and builds a wondrous glory there—
Timid, I paused, and then I saw her go.

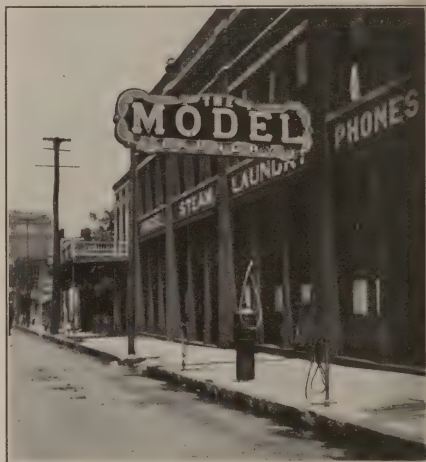
Full down the early years I saw her go;
Mastered my doubts and sat me down to wait,
Ready to touch her robe when she returned.
It seemed not long before the lonely snow
Of age closed in, and where the sunrise burned
Erstwhile, the twilight magic spread its slate.

It seemed not very long to wait—Life's loom
Droned on—I heard not while with anxious
breath

The vigil bound. At last a shadow came.

I saw it stir across the silent gloom;

"'Tis she," I cried, and rose to call her name—
. . . But it was death.



This Memphis laundryman had the right idea. A Red Sentry on the curb to get them as they go by.

THE QUOTAS ARE PREPARED

The Lubricating Oil Tank Campaign is on, gentlemen. The quotas have been assigned in this important sales contest. The Manufacturing Department has been advised that the number of outfits required from the Factory for the year 1917 will be 200 per week or 10,000 for the year.

All sales made on and after December 26, 1916, to and including December 22, 1917, will count on the contest for the year.

Now, boys, a quota is simply something to shoot at. Any target is hit-able—it all depends on the gun you use—and the "pep" and "go" in the ammunition.

Show your marksmanship by hitting the quota every shot.

A man who boasts he never did a foolish act in his life doesn't know what truth is.

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV MARCH 1, 1917 No. 6

STARTING RIGHT

There is a knock at the door! Time to get up—it is the morning of future progress. Stretch your frame of mind and take a cold plunge into the clear and sparkling possibilities that lie before you.

Now for a lively rub-down until you are aglow with Optimism—then slide into your union suit of Hope, slip on your socks of Faith, buckle up your shoes of Energy and give your bright Outlook a clean shave—put on a shirt without a “Yellow Stripe”; a clean, white collar of Determination with a harmonizing tie of Cheerfulness and get into your comfortable coat of Enthusiasm with pants and vest to match.

You are going out on another lap of Life's Journey and you want to get a good start. You have made this trip many times in the past and, like every other thinking man, you are planning a more prosperous and successful journey for future progress.

There are two broad highways from which you may choose your route—the “upper” and the “lower” roads. The upper road may seem the most difficult at the outset but it is by far the better of the two.

This “upper” road over life's journey is traveled only by those who have the qualities and virtues to overcome difficulties and surmount obstacles. It is up hill and down. You will pass through foul and fair weather—you will encounter steep grades, rocky slopes and narrow passages and there are many evidences of struggle by the wayside. You will see the by-paths here and there which lead off to the lower road—but the main highway is plainly marked at every fork and junction (Why! 241) so that he who runs may read—and if you follow the sign of Progress that marks the way you will reach the Goal of Success at your destination and enjoy pride and pleasure in having won.

The “lower” road is down grade all the way—it affords “easy” means of transportation. There are tufted seats in all the conveyances—there are gay and hysterical crowds to cheer you as you pass—there are bands and orches-

tras to make music—there are many bright mirages and optical illusions to lead you on, and there is much “leisure” among the happy-go-lucky wayfarers. There are also by-paths along this road which lead to the upper highway—but the sign posts are marked in small letters and there are few who struggle up these difficult paths. Yes, this lower road offers enchantments of a varied nature until you get by the last connecting path to the great highway of Progress—and then you suddenly become thirsty—you experience hunger for more practical and permanent things, but your hunger is not gratified; your shoes of Energy need repair—your socks of Faith are threadbare, your union suit of Hope is ragged—your collar of Determination is transformed into a yoke of despair and your good suit of Enthusiasm is tattered and torn. You are suddenly jolted by the husky voice of Failure crying out, “Far as we go—all off!” and you find yourself dumped out with no return ticket. Here the way is dark and threatening. Everything is disorder and confusion, and just beyond is quicksand that has no bottom.

But you have resolved to take the “upper” highway to Success. You have traveled this road before and you know it is passable every foot of the way.

You will be accompanied by your three guides, Experience, Judgment and Personality—and these three will insure a good trip.

Future progress is now in front of you. It is all **future** and you can shape it to meet your own ideas as far as business is concerned. Pretty soon progress will be divided into past, present and future—with the future steadily shifting over to the past like the hands of a clock, and when it passes the ever present is the time to act and to work—making every minute of the future count to insure the pleasant vision of a successful past.

Old fashioned American good times are now with us. That is a settled fact. The possibilities were never greater and the outlook never brighter. We must start right with the firm resolution to make this the biggest year in the history of this business.

Certainly nothing is lacking in our goods or service. You have every requirement and every facility to realize a tremendous volume of business and you can wager your last dollar that this house is going to maintain and strengthen its past reputation for Quality, Service, and Co-operation throughout every day, week and month of the year.

(Cont'd on page 98.)

A salesman's greatest asset is Personality Plus.

Cont'd from page 97.)

Get your first 100 points **early**—that will make it easier for you to get your second 100 points, then the third will follow in quick succession, and you will make the Pacemakers' Club long before the "waiters" and "watchers" brush the dust off their working clothes.

Don't wait for the season to "open up" in your territory—get out your "can opener" and

use it wherever you feel there is a **bare possibility** of making a sale.

Our goods and prices entitle us to the business—but it takes aggressive salesmanship to land it—and we are confident you are one and all aggressive salesmen.

Here are our heartiest wishes and our hand is outstretched to shake the hand of the 1917 Pacemaker Club President.

ACHIEVEMENTS

NEW SALESMEN

We cordially welcome into the organization

Mr. L. H. Curry	Mr. C. T. Jackson
Mr. H. H. Dudley	Mr. H. J. Arnold
Mr. W. T. Deason	Mr. C. J. Streeter
Mr. H. P. Myers	Mr. W. O. Bridge
Mr. T. L. Porter	Mr. Charles E. Joyce
Mr. R. M. Harriman	Mr. F. W. Swerer
Mr. J. S. Walsh	Mr. Alex Dunn
Mr. C. B. Winslow	Mr. C. P. Harrison
Mr. H. E. Conn	Mr. J. E. McClanahan
Mr. D. W. Newland	Mr. J. P. Fahey
Mr. J. L. Palladay	Mr. C. F. Cunningham
Mr. H. H. Marchant	Mr. J. H. Farlow
Mr. R. F. Kimball	Mr. Charles H. King
Mr. R. A. Greer	

Success, gentlemen, in winning Pacemaker Memberships early.

TWENTY-FIVE CURB OUTFITS WITHIN THIRTY DAYS

Grasp that heading!

Jack Burrows says the man who sold those outfits should be featured in The Boomer as "The Salesman Who Gets an Order Every Day." You can see for yourself we agree with Jack, for we are featuring Mr. W. C. Sutton to the very best of our ability. And we have this to say, if Mr. Sutton keeps up his record we won't be able to give him proper credit in our paper. We'll soon exhaust our stock of complimentary phrases. Even now we can't think of good enough things to write down.

We believe, though, that regardless of our lack of vocabulary Mr. Sutton will keep up his miracle working.

E. H. Pass, who travels out of the Dallas Office, while a new man on his territory, is proving himself a "business getter." He signs

his orders **Napoleon Bonaparte** and **E. H. Pass**. Maybe this helps. We hope to see your signature often, Mr. Pass.

BOWSERIZED IN A NIGHT!

One Real Thriller

Staged, Played and Directed by J. G. Pinkston, Salesman.

Scenes: Four Interiors of Stores in the Town of Pachuta.

Cast: Mr. Pinkston and Four Business Men in Pachuta.

Plot: The inducing of Pachuta Merchants to Buy Bowser Outfits.

Climax: Six Orders.

Final: Satisfied Merchants, Satisfied Salesman.

Moral: EVERY TOWN IS A PACHUTA.

GOOD NIGHT.

DOES IT PAY?

As we have often said the outstanding feature of any sales organization is, Does It Pay?

On June 16, 1899 our late salesman, Mr. Ed Ettinger sold a three-barrel kerosene outfit in a town in Wisconsin. On January 2, 1916, our Mr. R. C. Guenther sold a son in the original firm a three-barrel, 14-gauge, Cut 1, taking in the old outfit as part payment. They had used this Bowser outfit almost twenty years at a cost of less than \$1.00 per year.

Our records show a Cut 41 sold in 1892 in New York. This outfit was used for nearly twenty-five years and then turned in on December 18, 1916 as a \$6.50 allowance on a new outfit.

Did it pay?

Men of lofty purpose cannot live mediocre lives.

MR. T. D. DE VILBISS

In point of service Mr. T. D. DeVilbiss is the oldest man in the employ of the company. He



MR. T. D. DEVILBISS went on the road for the firm early in the winter of 1886. Mr. Bowser bade him "God Speed!" and presented him with one of the first models manufactured. With a new product to market Mr. DeVilbiss did some real pioneer work. After blazing the trail for ten days he returned to the little carpenter shop which at that time constituted the Bowser factory. He came back to help fill his own orders.

Mr. DeVilbiss proved to be an excellent mechanic. In 1904, when the plant began to furnish equipment for railroads and manufacturing institutions, it became necessary to have a good man take care of the installation work connected with placing and setting up these outfits. Mr. DeVilbiss was made the company's traveling engineer. His duties took him abroad a year later. He installed in Glasgow one of the largest equipments the firm ever sold up to that time. In 1908 Mr. DeVilbiss spent six months superintending the installation of meters and oil house outfits for the Santa Fe Railroad. His territory extended from the state of Texas to California.

At the present time Mr. DeVilbiss is doing special work for the Home Office Service Department. He travels all over the United States taking care of unusual complaints that arise in connection with the equipment. Whenever unique difficulties are reported to the Service force, cases that require expert attention and careful adjustment, Mr. DeVilbiss is the man sent out on the road to investigate the complaint.

"1917 is creeping up on us. For your information I honestly believe that I will have a larger business than was ever done in my territory. I do not make this statement without foundation, but have arrived at this conclusion by carefully studying the past and looking into the future."

C. R. ROSS.

Our old friend, E. P. Dolan, down in New Orleans, still continues to hit the ball in old-time form. He has been doing a splendid business and looks like a sure winner for 1917.

Good morning, H. D. How's the Ford this morning?

We interviewed our cheery Ohio Manager, Mr. J. L. Walker, and he informs us that there is not a ghost of a show of the "Buckeyes" losing the Cup this year—and he said it in the most confident way!

I say, Colonel Rodman, it must be glorious to investigate Palm Beach about the time it gets 10° below in Indiana.

Well, District Manager Storr, how do you like Harrisburg? You will have to learn how to talk Pennsylvania Dutch now.

District Manager Robert Fleming is getting his feet wet down in Louisville and is getting things in excellent shape. Business is coming in from the Kentucky territory in unprecedented fashion. Good luck!

J. A. S. Meyers of Memphis has so many prospects in his territory that he needs assistance. Um! My! Meyers!

The Right Hon. Governor Robert Eckerberger of Arkansas do be ambitious. They had a little District contest on in Memphis during January and he walked away with the prizes. Just leave it to Robert.

"Haint Nature wonderful?" If you don't believe it, ask Bill Ince.

Unquestionably the Beau Brummel of the San Francisco District is E. F. Klotz. He stirred up quite a little interest wherever he went during the Convention. We hope that Mr. Klotz is well on the way to the Pacemakers' Club already, in order that his presence here in January next will be assured. We can't miss a treat like that, you know. All right, E. F.

Mr. Carmelich is practically a new man in the Bowser organization but he is doing business in old style form. He will be a Pacemaker not later than September if he keeps up his present gait. Fine work.

Our Arizona representative, who made his first Pacemaker migration to Fort Wayne in January, liked it so well that he arranged for a permanent membership. He is going like a house afire, and Veirs is a strong contender for Frisco Directorship.

Be pleasant until ten o'clock in the morning and the rest of the day will take care of itself.—ELBERT HUBBARD.





MR. R. L. HEATON

In an article written some time ago for The Boomer, Mr. Heaton was defined as "an earnest man." His efforts in behalf of the Bowser Organization prompted the definition.



MR. R. L. HEATON

Mr. Heaton began work for the Company in a clerical position in 1909 and soon acquainted himself with the trials experienced by all beginning correspondents. Next he was given the Assistant Managership of the Atlanta Office. Two years later the Home Office recalled Mr. Heaton and gave him an opportunity to make good in Engineering Sales work. This prepared him for his next successful step—the management of the Service Department. In 1915, late in March, Mr. Heaton became Acting Manager of the New York Office. A serious illness six months later forced him to return to Fort Wayne, and it was only after his health would permit that he again assumed responsibility for the firm.

Today Mr. Heaton is Assistant to Mr. D. A. Corey, Executive Engineer for Bowser & Company. In addition to his engineering work he is Chairman of the Suggestion Committee. Through his hands pass all suggestions made on improvements that will benefit the product manufactured by this plant.

Mr. Heaton is an unusual detailist. To him trivialities are as important as greater issues. In that can be appreciated some of the earnestness which won for him the definition of "earnest man."

A more popular gentleman than Mr. Heaton probably does not live in Bowserdom, for he is a friend to every one with whom he comes in contact. He has been known to champion many a cause for employees at the Home Office and on the road.

Our hats are all off to Mr. Heaton. "More power to him," as the office kid said the other day.

"Whirlwind" D. Moore of the Louisville Office sent in an order amounting to \$633 F. C. W. O. "Old Time Stuff," D. M. You are in fine fettle. It pays to get the habit. How about it, fellows?



SUGGESTION COMMITTEE BULLETIN

SUGGESTIONS APPROVED

Number	Award	Number	Award
480.....	\$2.00	782.....	\$2.50
507.....	5.00	784.....	3.00
521.....	2.50	793.....	3.00
546.....	1.00	794.....	5.00
595.....	1.50	1350.....	1.00
678.....	2.00	1388.....	1.50
781.....	5.00		

AWARDS UNCLAIMED

Number	Award	Date Approved
372	\$2.50	Jan. 4, 1917
375	1.00	Jan. 25, 1917
560	1.00	Jan. 4, 1917
574	1.00	Jan. 4, 1917
623	1.00	Dec. 21, 1916
670	2.00	Jan. 4, 1917
674	1.00	Jan. 25, 1917
682	1.00	Dec. 13, 1916

SUGGESTIONS NOT APPROVED

- | No. | Reason |
|-------|---|
| 42— | Antedated by suggestions of similar character. |
| 402— | Management supplying suggested equipment as rapidly as possible when need is apparent. |
| 633— | Not deemed practicable. Does not fill the need. |
| 634— | Sight glass too small to be of effective service. |
| 765— | Stationery conforms with general practice in business world. |
| 852— | Standard location of manhole gives easy access to suction line in tank. |
| 954— | Serial number should form a part of the charge and therefore in "charge" space. |
| 1256— | Not thought that suggestion offers improvement over present method, which, if not effective, is no fault of method. |
| 1268— | New scheme outlined several months ago, will eliminate most of trouble. |
| 1275— | Not enough trouble to warrant expense. |
| 1276— | Plans well under way for overcoming objections noted. |
| 1277— | Now appears in price book. |
| 1287— | Suggested method ordered adopted prior to suggestion. |
| 1289— | Suggested method has been tried in past and regarded too expensive for benefit derived. |
| 1290— | Suggested change made in one place prior to suggestion; other places will be similarly equipped as required. |

Feb. 7, 1917. SUGGESTION COMMITTEE.

"I Should Worry" is an easy rule of conduct but—who ever got anywhere following it?

MR. J. G. RODMAN'S NEW ASSISTANT

In choosing E. J. Gallmeyer as Assistant to Mr. Rodman, Manager of the Central Sales Division the management picked a loyal and enthusiastic Bowser Booster.



E. J. GALLMEYER

Mr. Gallmeyer has been with the Company eight years. He joined our ranks in 1908 and since that time he has worked in various capacities. His first position was in the Collection Department where he served until

transferred to the Sales Department. As a salesman he quickly demonstrated his ability and his rise has been rapid. Today there are many users of Bowser equipment who owe their present profitable oil business to E. J.'s salesmanship.

In the capacity of a Bowser salesman he carried a model in various parts of this country. His next step up the ladder was as District Manager of the Louisville Office. About sixteen months ago he was transferred to the Home Office to edit the Boomer. He worked earnestly for you boys and it was his endeavor to make each issue of your magazine the best

with the result that you fellows received a well-edited and helpful paper.

When Mr. Mauk's experience in engineering work brought about his transfer to the Executive Engineering Department, Mr. Gallmeyer was placed in his position as Assistant to Manager Central Sales Division.

That he will succeed there is no doubt and we hope the Boomer will have many opportunities to mention his work.

Work pays. Some of you men can increase your earnings by changing your methods. Business is never dull; it's the man. We want to greet MANY of you at next year's Club meetings!

If we are forced to wear squeaky shoes, we most certainly want them to be the new and shiny kind.



Central Manager Rodman always could hook the good ones.

Self trust is the first secret of success.—EMERSON.

R. HERSCHEL MAUK

Real folks say very little about what they are going to do. They talk about themselves only when it is essential—which is mighty seldom. Such people reckon the time they might spend in blowing loud blasts on their own horns could better be used in working out their destinies and helping some other fellows along with theirs.



MR. R. H. MAUK

R. Herschel Mauk is such a type. Eleven years ago his quiet purposiveness secured for him a position in the Factory Assembling Room. His aptitude for "getting onto" Bowser equipment earned him an early promotion as Assistant Manager of the Stock Room. The next advancement tendered him took him into the Office where he had charge of considerable collection work. From this position he climbed to the Managership of the Order Department. He put into practical use there a number of invaluable systems for the handling of orders. A short time ago he was given a new assignment—the office of Assistant to Mr. J. G. Rodman.

A few days ago notice was received that Mr. Mauk had yet another appointment—that of Supervisor of Tests and Inspections of Manufactured Products under the Executive Department with authority to examine all equipment manufactured for sale; to inspect any orders for same and all instructions and papers which may have been issued in connection therewith; to extend his inquiries and examinations throughout the Factory and Office Departments as far as may be necessary to determine the character and quality of such product and to ascertain the cause of any complaints which may be made regarding same.

This work is wholly executive and has no connection with the present factory inspection and any work or materials inspected by him and not receiving his approval shall be held until released by him or through the Executive Department.

The purpose of this work is to aid in making our product, and our service to our customers the best possible, and it will be the aim of this new department to co-operate with all other departments and employees to that end.

"COURAGE consists in seeing so clearly something that you want to get you are more afraid of not getting it than you are of anything that can get in the way."—Lee.

MR. E. C. MARSH

When the San Francisco Office was established its success depended upon the type of men who were to carry on the work. Mr. Johnson was advised by Mr. Savercool to find a young man capable of developing with the requirements of the Western business. Mr. E. C. Marsh proved to be that man.



MR. E. C. MARSH

He became a Bowser man May 5, 1909. He worked in every department in the San Francisco Office. He is Manager of the Collection Department, handles the Service Department and the Factory Sales Correspondence.

With Mr. Johnson's promotion Mr. Marsh becomes his first assistant in addition to his other duties.

HAVE YOU A LATER-FILE?

Edmund S. Hoche, manager of the Automatic Recording Safe Company, maintains a special section of his desk which he calls his "Later-file."

"This," he says, "is my gold mine and my ragpicker's dump; my treasure-trove and my scrap pile. Some men may know instantly how to dispose of things, and sometimes I do. And sometimes I don't, in which case I put it in my 'Later-file' and then come back to it. To me the best system of handling accumulated matter is to dispose of it like cards in a game of 'solitaire'; one pile here, one pile there, here a pile and there a pile. All the half-done propositions, 'weird stuff and left-overs,' go straight to my 'Later-file.'"

"I get through with important affairs first. Then I tackle the 'Later-file' and you have no idea how it pays to return to that file. Many a good suggestion comes on 'second thought.' Old business cards and worthless stuff I throw out of the 'Later-file' and into the 'Discard'."

Most men have a "Later-file" in one sense or another, but to establish it on a systematic working basis is new.—In Office.

Take the foot from the soft pedal off—and bear down on the loud.

It is easier to do a thing right than to explain why you did it wrong.

The Meaning of Bowser Service.

By Mr. D. A. Corey.

I am asked to talk on "The Meaning of Bowser Service."



MR. D. A. COREY

Has it ever occurred to you that it must be that the word "service" is the most frequently used—as a descriptive term—of any word in the English language? It is applied to everything under the sun. We have service by the railroads, service of all kinds on the railroads; service by every public utility corpora-

tion, gas, electric, water, etc.; service in the home; service in church; service in business—until the word has come to be so common that it is in many cases almost meaningless.

I am afraid that when the word "Service" is used in connection with our own business, there comes to the mind of the average user a distinctive department, a set of individuals, men and women, who are engaged in the specific duty of handling troubles and complaints; and that the fact that such a department, important as it is, is simply a unit in the great organization of which we are all a part does not occur to the average mind.

Bowser Service means infinitely more than a trouble department. We have many matters of importance coming before us, constantly calling for investigation, such, for example, as the effect of proposed legislative or regulative acts on the part of states and municipalities regarding which we are asked for advice; correspondence and conferences with men, concerns, and organizations having matters under consideration which might seriously affect the use or construction of our apparatus; the attitude of national, state and local weights and measures officials, and all of these things involve much in the way of diplomacy and methods, and may be of more or less assistance or detriments to us and our business, depending upon the manner

in which the affairs are handled. There are matters of common and public service. Again, is there any greater service than selling a customer the goods he should have to serve his own best interests? That may also be considered a public service.

Now this may start a trend of thought as to the meaning of "Bowser Service." Bowser Service is a big thing. It is more than the mere replacing of a broken pump handle or advice to examine the tank when the pump will draw no liquid therefrom; it is not the assumption, because some user complains that his pump is out of order, that it is true simply because he says so; it is not calling the office over the long distance telephone in a tone of indignation because a man has not been sent out on some complaint reported by mail not yet received. Bowser Service should consist largely of confidence and acts based upon confidence in S. F. Bowser & Co., its people and its product; and the question which is sometimes asked by our visiting representatives should be not "What is the matter with the Service Department," but "Is there anything the matter with Bowser Service?", with a more intimate turn than that which would make a natural question for the inquirer "What is the matter with me?" For Bowser Service—as I have said—is not the function of a single department or group of departments, but real Bowser Service is you, and you, and you.

When, for example, an agitation is started—as has been within the last few months in this country—relative to the mismeasurement of gasoline pumps, there is no reason to assume that all you read is true; in fact you may safely assume that but little you read is necessarily true. That particular matter is, I believe, quite adequately handled in a communication which I wrote to one of the largest trade papers in the country at their request, a copy of which is appearing in the current Boomer; and I revert to that simply as showing one phase of Bowser Service and as, in my opinion, quite effectively disposing of the "broad-sides" which our business has received from injudicious and unwarranted publicity given sensational features which were not well grounded in fact. Every one of you gentlemen can and should be a public disseminator of that kind of information and a stalwart defender of our business whenever it is attacked, and should do it on general prin-

When you have an axe to grind, don't make a windmill out of yourself; grind the axe.

ciples. Such defense need not be based upon detailed and specific personal knowledge and information, but should be based upon your perfect confidence in the business you represent.

I have been informed that a number of inquiries which have been made this week by individuals—all of them taking in effect the form "What is the matter with the Service Department," with the inference that the people there are responsible for the individual's troubles—have been shown upon investigation to either not have been matters which were in the Service Department at all, or were matters which might have been effectively disposed of by the inquirers themselves, or in which insufficient or incomplete information was the basis upon which some adjustment was supposed to have been made. Several of the departments, such as the Sales, Collection and Service Departments, have numerous troubles to handle. I hope that none of those troubles are in this audience.

Now, this is not intended to be in any sense a disclaimer for any errors which any of these departments may make, for the human element is present in them all, but it must be remembered that the man in the field sees things in personal contact which the people at the offices must handle at long range. So the whole matter comes back to that of the individual and confidence. If we look only upon the troubles we have and make the consideration of them our sole business, the volume of those troubles looks enormous. If, however, we think of them in proportion to the volume of business done—the thousands of outfits handled—and realize that complaints of **every kind** regarding shipment, non-delivery, damage in transit, loss of part of shipment, with the occasional possible mechanical defect, average only approximately twenty out of every thousand orders shipped—it will be seen that while the total viewed apart from other considerations may look large, the percentage to business done is extremely small.

An old and familiar maxim refers to the strength of a chain as its weakest link. That saying has been applied to everything under the sun.

Did you ever see a textile mill, especially a cotton mill? Home to me was for many years in the midst of the fine cotton manufacturing industry and I have sometimes thought of it as typifying service. The story of the growing cotton, the picking, ginning, baling and shipping to the mills is perhaps better known than the story of its manufacturing processes; how

it is taken from the bale, a mass, a mixture without form but with all the possibilities for conversion into the finest fabrics; how it goes from the bale to the breaker for cleansing, thence to the carding machines where the first steps are taken to lay the fibre into shape and in parallel lines, which might be called the foundation process—the basis for perfect work; then the drawing frame which further refines and lays the fibre and draws the great mass as it comes from the cards down to an even, fluffy rope the size of the wrist. Then we follow the processes through the several degrees of spinning and twisting, all the time refining and reducing the size, and sometimes bringing together several threads and in the spinning process making them into one and so adding to its strength and making a perfect, finished thread or yarn, the tiny strand stronger and of more service than the mass from the bale.

And then the next step, where the yarn or thread, wound on spools, bobbins, or beams, is woven into fabric, the quality and texture of which depends wholly upon the former processes, and each thread, insignificant in itself, becomes an important part of the whole; and any flaw or imperfection in a single thread affects the whole. In this wonderful process of weaving, the loom, apparently heavy and coarse in construction, is yet so delicately adjusted that the breaking of a single thread stops the whole machine, and the perfect fabric can only be produced by perfect threads. A coarse or imperfect fibre here and there, knots in the thread, spots and flaws of any kind, make the whole fabric a reproach, and unsatisfactory.

Isn't that a fair description of what real co-operative service is?

In this "service" fabric of ours every individual is a thread, and he can easily spoil the whole if he is rough, or coarse, or easily broken or fails in any way to measure up to the standard. The man in the field has the right to co-operation from the men in the offices, but he must remember that no one can co-operate alone and he must give his aid, not alone to his customer or prospect, but first and foremost—to secure the most sure results—to his own people here at home. Stand for your own business, men! Don't let any one say to you that the service of S. F. Bowser & Co. is not all that you believe it should be, for you are a part of it and we depend upon your help to make it so. Fair and honest attention to prospects before a sale and the same care afterwards, by the men outside and inside, and matters can and will be taken care of promptly and satisfactorily.

"Real thinking begins when action becomes impossible."

I remind you now of the structure of this great business in which we are engaged, its proportions, its organization embracing many departments for handling the intricate details of executive, financial, sales, engineering, manufacturing, and others, each being further subdivided, and as the basis of the whole, the INDIVIDUAL.

We know what confusion there can be by the lack of plan; what it would mean if each department were to act independently of every other, and what chaos would result if every individual were to follow his own course without regard to the whole.

You doubtless all remember the tremendous catastrophe some years ago when a great bridge, costing some millions of dollars, collapsed while under construction and the great work became, in a moment, a tangled ruin. "Faulty design" was the generally accepted verdict—and it was faulty: But the failure of a single bolt at an important point was said to be the immediate cause. A little care and a few dollars' expenditure might have saved a million. It was the failure of the individual unit.

Individual service—co-operative service, and public service are all included in the comprehensive expression "Bowser Service." Think of the fabric as a whole, made up of the separate strands or threads each dependent upon the other, and you have the foundation for true Bowser Service.

AN INTERESTING POST CARD

Mr. Automobile Owner.

Dear Sir: I have added a line of eats for the automobile. The eats for the automobile will be kept in the most sanitary manner. The gasoline will be thoroughly filtered and strained. Your automobile will get the same courteous treatment that my other customers get in their line of eats.

I want a part of your gasoline business.

My system is the Bowser make.

A. E. KIRKLAND, Lunch Room,
Union City, Tenn.

The above from the territory of our Mr. O. J. Moore of the Memphis district.



January 4th, 1917, was a proud day for Mr. L. W. Cheney. A baby girl came to his house on that Thursday and L. W. has every reason to be proud. Congratulations and best wishes from The Boomer.



SECURING AN AUDIENCE

"And the audience, my boy, were glued to their seats," said the delighted actor.

"That certainly was a neat way of keeping them there," said the critic.

PROVIDENTIAL

A farmer in a small town walked into the offices of one of our fire insurance companies and intimated that he wished to insure his barn and a couple of stacks.

"What facilities have you for extinguishing a fire in your village?" inquired the superintendent of the office.

The man scratched his head and pondered over the matter for a little while. Eventually he answered, "Well, it sometimes rains."

WHY IT WAS SAFER

A boy was visiting another boy, and as they were going to bed the little host knelt to say his prayers.

"I never say my prayers when I am home," said the visitor.

"That's all right," said the other boy. "You better say them here. This is a folding bed."

IMPORTANT POINT

The doctor's wife had advertised for a girl to do housework and was showing an applicant over the house. She had been very liberal in her promises of privileges and it looked as though the two were going to come to an agreement, when the girl suddenly asked:

"Do you do your own stretchin'?"

"Do we do our own what?" asked the puzzled mistress.

"Stretchin'," repeated the girl. "Do you put all the food on the table and stretch for it, or do I have to shuffle it around?"

ADMIRABLY

"How's the boy getting along with his studies?" asked Farmer Cornfassel of old man Turnipseed.

"Pleasantly," was the reply; "pleasantly. He don't bother 'em none."—Exchange.

Treat a cynic well and he will forget the world is sour.

Be Free

from opinion relative to any subject until you have definite knowledge upon which to base your opinion. Be fair to yourself by holding your opinion in abeyance until you know what you are doing. Don't take snap judgment. Don't form false impressions. Be open-minded and fair. Be open to conviction. Don't be prejudiced by the opinion of others. Have a mind of your own and use it. Take nothing for granted. Investigate and prove it. Strong minds are free from prejudice. Weak minds are led by the opinions of others. Strong minds form their own opinions based upon self-imposed research. Big men never judge until fair trial is given. Hence such men succeed because they know what they are doing. Pre-conceived judgment is guesswork and is usually wrong. Such practice leads to failure. Leaders in business are always open-minded men, unprejudiced and fair. The plodders, the parasites, the failures in life are invariably men of narrow minds, of small perspective, of pliant will-power, of prejudice. The big men dominate by virtue of the bigness of their minds, broadness of their vision, fairness of their hearts, firmness of their will-power. Never commend or condemn until you know. Investigate first with fairness and free

From Prejudice

—LEON M. HATTENBACH

Change your bait, Mr. Fisherman—for you are “fishers of men.” It seems that the fish may not bite for some reason. Perhaps you are abroad at the wrong time of day. Some fish bite better at night. Perhaps your bait is not right. One kind need worms and another need frogs or live bait. Good fishermen when they find they do not accomplish anything usually change their methods. They try another spot (prospect). There are many kinds of methods, many kinds of bait with which to land people nowadays. Bowser Salesmen have the best tackle and the finest bait, their equipment is the most up-to-date. If you are not succeeding, change your methods, try something else—TRY HARDER.

Surely there are “plenty of fish in the sea.” If other people catch them, and these pages show they do, surely YOU who are not in the Club, ought to profit by their experiences and do likewise.

Vol. 15 No. 7
March 15, 1917

IM COMING!
LOOK OUT!
CLEAR THE
TRACK!



STANDING OF FORTY HIGH MEN

MARCH 10, 1917

IS YOUR NAME HERE?

1. K. F. Hessenmueller.....	Harrisburg	21. J. W. Weems.....	Dallas
2. E. L. Milliron.....	Harrisburg	22. R. D. Leonard.....	Harrisburg
3. N. Mattingly.....	Denver	23. J. T. Gibbons.....	Washington
4. J. A. S. Meyer.....	Memphis	24. C. R. Eggleston.....	Albany
5. T. C. Potts.....	Ohio	25. H. A. Vortigern.....	Harrisburg
6. J. G. Phipps.....	Ohio	26. C. M. Fredericks.....	St. Louis
7. R. D. Eckeberger.....	Memphis	27. A. G. Hartgen.....	Harrisburg
8. B. A. Deffler.....	Chicago	28. C. F. Hohlstein.....	Toronto
9. J. J. Connelly.....	Chicago	29. R. Coddington.....	Denver
10. W. A. Armstrong.....	Michigan	30. J. M. Tucker.....	Dallas
11. S. F. Taylor.....	Albany	31. F. W. Devereux.....	Albany
12. N. Paquette.....	Toronto	32. F. H. Richardson.....	Albany
13. S. C. Johnston.....	Memphis	33. C. L. Powell.....	Harrisburg
14. E. R. Bird.....	San Francisco	34. S. W. Sroggs.....	Dallas
15. W. B. Stamford.....	Harrisburg	35. H. U. Earle.....	Denver
16. R. L. Matthews.....	Dallas	36. T. F. McWaters.....	Atlanta
17. F. H. Peebles.....	New York	37. E. L. Veirs.....	San Francisco
18. G. W. Scott.....	New York	38. A. E. Moffatt.....	Toronto
19. J. F. Vonderembse.....	Denver	39. H. T. Eggleston.....	Memphis
20. R. W. Jewel.....	Denver	40. H. Gunn.....	Dallas

District Office Quota Standing 10th Week Ending March 17

DIVISION "A"

1. Dallas.....	B. L. Prince, Manager
2. St. Louis.....	L. E. Porter, Manager
3. Harrisburg.....	H. C. Storr, Manager
4. Atlanta.....	H. C. Carpenter, Manager
5. Chicago.....	T. D. Kingsley, Manager
6. San Francisco.....	D. S. Johnson, Manager
7. Toronto.....	W. R. Hance, Manager
8. Albany.....	W. M. Mann, Manager

DIVISION "B"

1. Ohio.....	I. L. Walker, Manager
2. Memphis.....	H. W. Brown, Manager
3. Washington.....	A. W. Dorsch, Manager
4. Michigan.....	A. S. Bowser, Manager
5. Indiana.....	J. W. Burrows, Manager
6. Denver.....	C. C. Barnet, Manager
7. New York.....	C. H. Davies, Acting Manager
8. Louisville.....	R. E. Fleming, Manager

District Office Lubricating Standing, March 21, 1917

1. DALLAS	5. SAN FRANCISCO	9. HARRISBURG	13. MEMPHIS
2. OHIO	6. ST. LOUIS	10. ATLANTA	14. TORONTO
3. MICHIGAN	7. WASHINGTON	11. INDIANA	15. NEW YORK
4. CHICAGO	8. ALBANY	12. DENVER	16. LOUISVILLE





IN YOUR TERRITORY

1. What is its population?
2. How many towns?
3. How many prospects in each town?
4. When did you see them last?
5. How many automobiles?
6. How many trucks?
7. How many tractors?
8. How many farms?
9. How many grocery stores?
10. How many hardware stores?
11. How many paint stores.
12. How many drug stores?
13. How many public garages without proper oil storage systems?
14. How many factories?
15. What Bowser equipment does each factory need?
16. Which is the most prosperous section of your territory?
17. Have you ever surveyed your territory as above?
18. If you have not, don't you think it would pay you to do so?

THE Only Success worth having is only gained by educating the public to an appreciation of something better than they have known before.—hence Bowser Equipment.

Last Year

at this time you had how many points of business?

Have you exceeded that this year?

Or are you short in your count?

Better do some figuring!

HELPFUL HINTS TO SALESMEN

Keep your model in trim. It will increase your sales in the Lubricating Line.

Keep your Bulletin Book up to snuff.

Make a daily report of each call.

Work territory on the calling list plan.

Answer all letters promptly.

Cover but one subject in each letter.

Work fast, but work carefully.

Cover your territory thoroughly EARLY.

Sell ALL lines in EACH COUNTY of your territory.

Be sure to have route sheet in our hands promptly.

Study your Paint Oil Data Sheet and USE it.

THE DERELICT FOLDER

A Bowser Lubricating folder drifted into the hands of an optical company not very long ago. Immediately it was read our firm received an inquiry regarding lubricating equipment. Salesman J. H. Wilson called upon the prospect and sold a ten-gallon Cut 172 storage outfit. The head optician explained that the outfit would very nicely handle a delicate oil used in his business.

Men, Bowser Prospects are Everywhere!



A Bad Beginning for A PERFECT DAY.

March 14th. The Ohio "Huskies" are in the lead today on Lubricating Sales.

Mr. F. W. Swerer and H. F. Pulis—new men in the Denver District—have a fine Beginning-of-the-Year-Start, the kind that results in honorable mention and Pacemaker Memberships.

Mr. J. S. Lewis of Bryan, Texas, is qualifying as a Broader Business Builder this month. The Company has received from him a number of big orders.

Last month Chicago surpassed all previous records in the sale of lubricating equipment, and we predict better work being done this month, for the "Windy City" boys are **going some** right now; furthermore, Mr. Kingsley and Mr. Carriger are not leaving any stones unturned in giving their men the benefit of their combined sales experience.

The Indiana District's "Big Six" last week were Mr. C. L. Huffman, Mr. Carver Wood, Mr. W. C. Sutton, Mr. W. H. Pritchett, Mr. George Kinsley, and Mr. L. W. Cheney.

Mr. A. W. Foster and Mr. R. S. May have been working along good business lines this month. Louisville may be proud of these two producers.

Mr. F. E. Homsher has been transferred from the Michigan to the St. Louis Office.

Mr. E. P. Walker, one of our oldest salesmen in point of service, secured seventeen points of business the other morning.

Mr. Walker has been sick and unable to work for some time. You will all be glad to know he is recovering. "You can't keep a good man down."

Mr. S. C. Johnson, a Memphis "High Flyer," looped the loop last week and secured a high record in altitude soaring. Mr. J. A. S. Meyer was floating a half rod below Mr. Johnson at that time.

Mr. C. B. Winslow scored third place in the aviation meet at Memphis last week.

Early in March Mr. W. S. Row made a record on the Mississippi river. It was reported that Mr. Brown ran up and down the banks of the river cheering Mr. Row onward.

Mr. J. J. Manning, Secretary of the Club last year, was married early in February, 1917.

Mr. W. F. Eastman closed a fine order last week. All past selling reports of the old Boston salts received a severe jolt. Fine, W. F.

Mr. M. D. Keefe of the Boston aggregation sold, a few days since, one of the largest orders secured in New England. This order included three 1,000-gallon Armeo tanks. Hats off to Mr. Keefe.

Mr. H. A. Vortigern has been bending his efforts to Cut 41's lately. He is doing an exceptionally good business.

Published Monthly \$2.00 Per Year

National

Cleaner and Dyer



F. A. Knöchel

Director National Association

DOWST BROS. CO
PUBLISHERS

MARCH, 1917

120-124 ANN ST.
CHICAGO

How our F. A. has grown! They couldn't have picked a man better fitted to fill the cover page of any magazine—both as to size and quality. Bowser men always work their way to the front.

Good work, Director Knoche.

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV

MARCH 15, 1917

No. 7



HOW MANY "LUCKY" DAYS ARE THERE IN A YEAR?

Luck is something that makes everybody sure that there are times when **things come right**.

Luck is back of all the superstitions on earth—and BOWSER tank sales are not **superstitions**—they are **realities**.

You may not walk under a ladder if there is a painter up toward the top. You may not walk under a safe being hoisted by ropes. These things are not superstitions; they are precautions. If you saw a pin on the sidewalk, point toward you, it might be all right to pick it up—if the street were not crowded.

Sailors have one set of omens, actors have another set, and other people have special omens. If you could catalog the list—everything that happens has a special meaning for good or ill.

Do salesmen believe in luck? Does luck help you to sell Bowser Oil Storage Systems?

No! Belief in luck is just as much a waste of time as belief in omens.

The best kind of luck on earth in selling Red Chiefs and Cut 63's is—that which you carry beneath your hat! It is luck made to order, fit to your measure. It's the luck of **sound thinking**, reasonable effort—plus the points of merit in the Bowser line.

Now and then somebody finds a pocketbook on the street—especially around April 1st. But if everybody stopped work and went pocketbook hunting, there would be a number of empty stomachs by night.

Men have wasted their lives digging for the treasure of Captain Kidd, but no one ever found it. The only "Treasure Island" that amounted to much has consisted of a **wide-awake person entirely surrounded by opportunity**.

The only good sign on earth to you—and to the BOWSER organization—is the kind written along the dotted line. The only bad sign is a closed door where you thought you'd make a sale of BOWSER outfits.

Bad signs are few—and good signs are results. **LUCK** is nothing more than the period to the sentence of effort.

You can **make luck** so fast that, if it really existed, you could corner the Luck Market.

SALES ARGUMENTS

"A man who does not store his Lubricating Oil properly cannot help but put dirty oil on the bearings of his engine. Dirt means friction—friction means wear, and he is damaging the machinery. This costs him money."

"You know there is dirt in jigger tanks. Prove it to your prospect. Have him rub his finger on the tray and feel the grit. Don't be afraid of getting dirty yourself—roll up your sleeves and feel the grit down on the bottom of the tank—and it doesn't all go to the bottom. Demonstrate the fact that dirt and grit are being put on the bearings."

"A Bowser Lub. outfit provides better lubrication and greater efficiency. It is the best means of **PREPAREDNESS** against 'knocking' engines, worn out machinery, shut-downs, etc., etc."

"But demonstrate to yourself and your Company that your 'grit' is clean 'sand'—by getting the business! It is there—everywhere."

WORK THE FACTORY LINE

There never was a more opportune time than right now to get business from manufacturing concerns. Factories need Lubricating Outfits and need them badly. You can get lots of good business from them if you will only go after it.

There is just as much profit, and this year just as many Pacemaker points, in the sale of a Battery of Lubricating Outfits to a factory as there is in the sale of similar equipment to a public garage.

And factories need our equipment for Gasoline, Naphtha, Paint Oils, Rubber Cement, etc. There are hundreds of arguments in favor of Bowser equipment for factories. Familiarize yourself with Oil House and Engine Room conditions—study your bulletins—know your line.

Most of our General Line salesmen who have permission to sell Standard Equipment to factories have not been going after this class of business, and it has gotten to a point where we are simply going to withdraw that privilege wherever it is not exercised, and assign it to someone else.

J. W. BURROWS.

The other day our Sales Manager reported as sold by Mr. W. S. Camden some very fine business. Mr. Camden is to be congratulated for his excellent work.

Mr. F. C. Rice of the Chicago District scored in the Paint Oil Business this month. He also made a record for himself selling Cut 115 outfits. He received f. c. w. o. on these sales, too.

Mr. L. C. Powell woke up the other morning with a sore throat. Assured he was perishing of diphtheria he flung himself into his territory for a farewell selling bout. He took orders for six pumps, five tanks, and discovered his throat was cured. (Fellows, try Mr. Powell's remedy. Harrisburg isn't the only place it will work.)

Mr. G. P. Dickey made a splendid showing during February. This month he has done even better. Best wishes, Mr. Dickey, for your success.

R. S. ("Bob") Johnson has been transferred to the New York District. "Bob" formerly covered territory in Ohio. Mr. Johnson's headquarters are New York City.

Mr. R. L. Matthews, Frank H. Sullivan, T. L. Smith, and Mr. C. H. Sigler of the Dallas Office, have been mentioned in the Quota Standings frequently of late. "Continued success, boys."

Our Special Representative, Mr. C. M. "Clarence" Carpenter, has been confined to his bed for two weeks with la grippe.

Mr. C. L. Huffman was much annoyed the other day because he didn't succeed in selling as many Cut 102 outfits as he had hoped to. He went to his next day's work full of determination; he sold four Cut 102 equipments, four Cut 107's, as well as a number of lubricating and kerosene outfits. Keep that determination going, C. L.

Mr. E. L. Elam, Mr. E. P. Dolan, and Mr. E. B. Bachman, of Memphis, have been hitting "Old Quota" pretty hard lately along kerosene and lubricating lines.

Mr. L. F. Greer is again with the Chicago District. He has done a splendid business since he returned to the "Windy City."

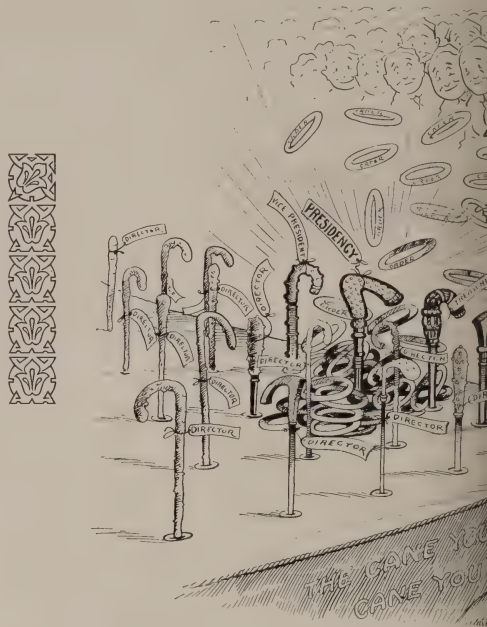
Mr. J. G. Pinkston is successfully meeting the difficult requirements exacted of a beginning salesman. He made sixteen points on the sale of tanks alone last week. It is believed that Mr. Pinkston is an "Arriver," and that he will make the Club early.

A kerosene, lubricating and paint oil equipment contest is being waged in Louisville at this particular moment. Three prizes are to be "set free" from the thirteenth story of the Stakes Building soon.

The other day we wrote Mr. Davies that we knew he wanted to bring the Cup east. Mr. Davies answered that he admired our perspicacity, and because we suspected that the Cup was going to him he might as well admit that it was.

Think this over. What are the possibilities of your field?

1916 Pacemakers, some of the fellows who didn't quite get under the line last year are ahead of you today.



Mr. A. E. Darling, who has been working as a special salesman under the jurisdiction of the Chicago Office, has been transferred to St. Louis. Mr. Kingsley will do well to train his field glasses on St. Louis now and then. It pays to watch the positions of famous racers.

A Saturday afternoon's work netted Mr. S. M. Chilton nearly a thousand dollars' worth of business three weeks ago. If Mr. Chilton's Saturday afternoons bring him in so many orders what do you suppose his other afternoons and mornings net him?

News from the Capital! In Washington a leader—a Bowser man by the name of W. A. Billings. This gentleman, new to the organization, is surely getting a grip on commercial interests in the South. Mr. Dorsch reports he is likely to prove a fine producer. Watch The Boomer for more information in this connection.

H. W. Brown writes: "I was pleased to have your letter of the 22d. While we are competing with every sales division in the organization, it will only be a question of time until we will have all the divisions competing with us.

Fellows! Send in your ammunition. H. W. has bought the one seat at the top.

Dusault Hernon is a ten-minute entertainer. He secured a Cut 63 f. c. w. o. signature last week within that time limit. Then he shortened the period and sold a battery for a Cut 64 outfit in nine minutes.



The famous names of Mr. J. T. Gibbons and Mr. D. W. Darden stand in first and second positions respectively on the list of High Men in the Washington District. On that same sheet Messrs. S. M. Chilton and Rosenberger have autographed more than their initials. Take a look, you Washington fellows—on your Home Office record sheet you can see **who's who**. See if you can't find a place for your names on that record next time it is published.

A sixteen point f. c. w. o. order was received shortly ago from money-maker, Bowser Booster T. F. McWaters.

In the face of difficulties—getting through somehow, and succeeding—that's Robert Echelberger's way.

Mr. Echelberger has been severely handicapped. He has suffered from several illnesses and has been confined to a hospital in Memphis. He nevertheless stands an encouraging chance of becoming Pacemaker President in 1917.

That's straight, boys, and it proves what grit can do.

WESTERN UNION TELEGRAM

Washington Office: Monday, March 5th. Just received an order for a 20-bbl. Cut 102 outfit, three Cut 63's, and one Cut 19 equipment from Mr. E. R. Handley of North Carolina. Salesman worked his line—is to be complimented certainly.

Mr. Claude Bennett and Mr. G. B. Boyle are holding enviable positions on the Dallas List of Honor this month.

The latest information we have concerning Mr. L. L. Patterson was to the effect that he was doing some A-No. 1 work in the big Memphis Lubricating Contest. No news—so the old adage runs—is good news.

"Chesty" Weego has purchased a Dodge Roadster. Speed up, fellows—"Chesty" is going to race you for the Directorship.

Mr. R. R. Safford, formerly a Fort Wayne Office man, has just done some splendid work in Chicago selling lubricating equipment. Mr. Safford is making a record for himself in this line.

Mr. T. M. Lamberth has become Boomer Correspondent. He has generously agreed to report "Dallas Doings" twice a month to the Publication Department. Looks as if one of the best Bowser news bureaus among the branches will be located in the South.

San Francisco is forging ahead of previous business standings. Salesmen E. R. Bird, P. J. Somers and F. M. Kennedy are racing to Pacemaker Membership.

In 1916 there were about 300 Bowser salesmen of Pacemaker Club caliber who did not start **EARLY ENOUGH!**

Three Cut 102 outfits have been credited to Mr. Locke's standing this month, five to Mr. W. F. Eastman's; a number of Cut 41 sales and a private garage outfit have been added to Mr. Howard's records, and an order for a Cut 102 has been credited to Mr. O'Brien's Pacemaker Membership. (Look's pretty good for Albany, eh? Mr. Mann fancies the Cup for his District this year.)

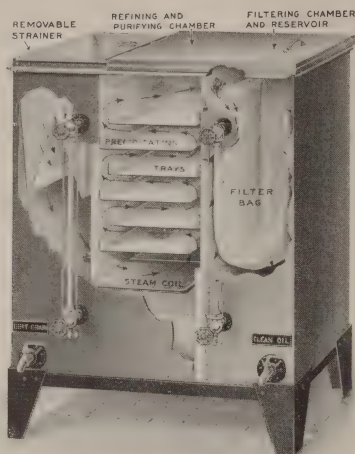
This week Mr. C. R. Eggleston of the Albany District sold three 115's, six Cut 63 outfits, two 111's and one paint oil outfit for an up-to-date hardware store.

Bert Allen tackled a difficult prospect yesterday. He talked "Bowser" to him from 8 a. m. to 12 p. m.; called it a day, and the following morning got busy again an hour earlier (7 a. m.) and talked "Bowser" until 8 p. m. If he hadn't "got the name on the dotted line" he would be talking "Bowser" yet to that same customer, because Bert was going to get that prospect. That's **PERSISTENCY!** Bert is climbing the ladder of success—not just "looking up."

Mr. Mann affirms, through correspondence, that "Immortal Bill" wrote something about "gentle dew falling from heaven" and that he (Mr. Mann) reckoned "Bill" had in mind a shower of Cut 241 orders that blew in from the territories worked by Mr. Richardson, Mr. Adams, Mr. DePlace, Mr. Schuster, and Mr. Whitney. (Shakespeare is dead—and who would dispute Mr. Mann, anyway? Besides, what's the difference—the orders were taken.

Mr. F. P. Brandt of the Michigan District is doing some splendid work this year. He won first place on the Roll of Honor published in the Michigan territory.

The **TOP SALESMEN** in the Atlanta District are: Mr. H. T. Purdy, Mr. R. C. Williams, Mr. Z. V. McClure, Mr. T. F. McWaters, Mr. L. W. Crow, and Mr. H. F. Labbitt.



The **BOWSER** ESTABLISHED 1885 **7F**

Filtering Outfit

There are prospects for the 7F in every city and town in the country.

Every Power Plant Needs a Filtering Outfit of Some Kind

Manufacturing and Industrial concerns of all kinds, small and moderate sized engine rooms, such as Electric Light Companies, Artificial Ice Plants, Gas and Water Companies, Saw Mills, Machine Builders, Garage and Wagon Makers, Mines, Brass and Iron Foundries, Machine Shops, Canning and Preserving Companies, Textile Mills, Office Buildings, etc., and scores of other concerns need the 7F Outfit.

Study the 7F Bulletin thoroughly, men! Find the Engine Rooms and Power Plants which need a 7F Outfit and sell them.

“Look For Smoke Stacks”

This Is Good Business Waiting For You



241's in the Making.

MR. C. M. SMITH

Seven years ago, on May 10, 1910, Mr. C. M. Smith severed connections with the McCray



MR. C. M. SMITH

Refrigerator Company of Kendallville, Indiana, and came to Fort Wayne to work for Bowser & Company. He was placed in the Publication Department and given charge of cuts, set-ups and electros. In 1911 he was transferred to the Executive Department where he worked with Mr. J. W. Burrows. He had been there but a short time when Mr. S. B. Bechtel required his services as private secretary.

In the meantime the Publication Department re-organized and on January 1, 1912, Mr. Smith returned to that department. There he helped with the editing of the Boomer, corresponded with the salesman, wrote data for Bulletins and had to do with the originating of a great many Bowser advertisements. He carried on this work for four years. Then he left the Company and went "back to the land." He was sure he was meant for the open. And so Mr. Smith took up farm life.

The fascination of commercial life surely gets into a man's blood. It gripped Mr. Smith tight while he was paying us a visit during January, and when he intimated to Mr. Bersch that he had a year's country life energy stored up which he would like to turn loose in the Publication Department, our Office Manager told him "to come right in." Men of Mr. Smith's calibre are always needed in a growing business.

Mr. Smith came back to the Publication Department February 19. He started right in working on Bulletins for the sales force. As he writes and revises he whistles softly, "I love the cows and chickens, but this is the life, this—is the life—for me."

MR. J. W. BATES

Herewith a likeness of our old friend and reliable producer, W. J. Bates. Mr. Bates has been a Pacemaker for the last two years and is on the road at the proper gait this year. You might think from observing his gray hair that he is not a worker, but Mr. Bates is on the job all the time and he has the "pep." He is particularly fond of selling lubricating equipment. We expect Mr. Bates



to be one of the real competitors for an office in the Club, or the Directorship of the Ohio District.

"Gasoline, George Fitch tells us, was originally used only for cleaning gloves and ejecting hired girls through kitchen roofs, but it has now been taught a great variety of interesting tricks such as running automobiles, aeroplanes, motor boats, wind-mills, street cars, hearses, corn shellers and bicycles.

"A gallon of gasoline can do as much work in an hour as a horse can do in a day and it doesn't have to be fed. It can drive an automobile 20 miles and while doing this can cause three runaways, a collision, a \$20.00 fine for speeding, a divorce suit, and an inquest.

"Gasoline is a clear, nervous liquid, which is composed of speed, noise, trouble, in equal parts. It is kindly supplied to the restless portion of mankind by various Oil Companies."

—Contributed by W. Meneer, of the Toronto Office.





We are in receipt from our Mr. Fred C. Schuster of a copy of a letter from the above subject, which reads as follows:

"A. REINDEAU & SON

"Meats, Groceries and Provisions.

"S. F. Bowser & Company,
"To Whom It May Concern:—

"After using one of your Kerosene Outfits, Cut No. 1, for past 15 months, I want to say that it is the best investment that I have ever made. I would not take \$500 cash for my outfit if I could not get another.

"I hesitated for years before placing order with one of your salesmen. It has more than paid for itself in profits, service and cleanliness. It is worth its weight in gold.

"Very truly yours,
(Signed) "A. REINDEAU & SON."

MR. C. L. HUFFMAN

Mr. C. L. Huffman, during February, secured a total of 134 Pacemaker Points, including business in the dry cleaning, gasoline, kerosene, and lubricating lines—Dry Cleaning 17 points, Gasoline 91 points, Kerosene 5 points, and Lubricating (7 outfits) with a total of 21 points.

Mr. Huffman has developed into one of our most dependable and conscientious salesmen, and he works all the lines. There is nothing he is given privilege to sell but what he can and does sell. We can see an early entrance into the Pacemakers' Club for Mr. Huffman. He says he is out to win an office in the Club, at least a Directorship for the Indiana District.

MOTOR FIRE DEPARTMENT APPARATUS.

Every salesman should watch closely to get fire departments Bowserized. A fire department installing Bowser Systems voices the opinion the equipment is a fire-hazard reducer.

Mr. H. M. Fickler of Sherbrooke, Quebec, territory, took his Pacemaker prize money from Fort Wayne, Indiana, to Montreal and there he spent it on a honeymoon trip. What do you know about that?

Mr. J. G. Roberts of Albany has not been neglecting the sale of old reliable kerosene equipment this month. J. G. knows a good thing when he sees it.

S. F. "Sam" Taylor just closed up a big dry cleaning order. In addition to this business, he sold a Cut 750.

Mr. S. A. Collins, Mr. Van Namee, Mr. Wickham and Mr. C. A. Page of Albany have all been selling Cut 107's to a fare-you-well. These gentlemen are undoubtedly already saying goodbye to Albany en route in their imaginations to Fort Wayne and the Pacemakers' Club. How about it, fellows That's the idea, isn't it?

The Chicago District has a new man on the road successfully selling **all lines**. Despite the fact his name is R. F. Smalley he is large when it comes to getting prospects' names on the dotted line.

Sincerest sympathy is extended to Mr. A. L. McIntosh of the Toronto Office by the entire Bowser Organization. On January 20 Mrs. McIntosh passed away.

We very much regret to learn of Mr. McIntosh's misfortune.

Mr. E. F. Hawkins died suddenly February 21. The Sales and Office force were greatly shocked to learn of his death.

Mr. Hawkins was one of our most dependable salesmen and has been in our employ for the past four years. He was respected and admired by his fellow workers.

Harrisburg has lost a fine gentleman and a consistent producer.

If X equals three good-sized f. c. w. o. orders purchased by one firm from Mr. S. C. Johnson of Memphis, what will Y equal? **Answer:** One Pacemaker membership SOON for our Mr. S. C. Johnson.

Mr. G. P. Stovall, who has for six weeks been seriously ill, is now back on the road Bowser grip in hand. Springtime, G. P. The world is waking up—and so is business. Best wishes and good luck!

Mr. C. C. Fredericks, Mr. C. F. Comstock, Mr. J. J. Connelly, Mr. H. C. Storr, Mr. C. M. Fredericks, and Mr. F. O. Salee visited the Home Office this month for a "look in" and a "handshake all 'round." Our visitors are always mighty welcome, and we were glad to see the old standbys hang up their hats and unburden their souls. To us, visitors have the significance troubadours once had for famous courts—they bring us news from the outside world—fresh interests—new ideas. Come again.

Mr. A. G. Locke—one of the "Boston Stalwarts," was so impressed with the New Pacemaker Pump that he sold an order for ten just the other day. Good things go in bunches. Looks as if Locke is what is called "a Safe Repeat Pacemaker."

J. T. Gibbons holds first place on the Washington Roll of High Men.

N. Mattingly, J. H. Wilson and F. H. Kilver are the top men in Denver today.

In the List of Forty High Men published in the February 20 issue of the Boomer, Mr. H. F. Babbitt was mentioned as an Atlanta salesman. The schedule was incorrect. Mr. Babbitt is a New York salesman winning honors for that District at the present time.

Mr. N. B. White of Louisville, is putting our Home Office Mail Men to test. In order that our carriers won't be overloaded we suggest that Mr. White count over a certain number of orders and forward us a balanced per cent in each mail. This will facilitate delivery and do away with rush hours at the Office.

Mr. H. T. Purdy has consideration for the Statistical Department. He "doesn't fancy having the Home Office clerks working overtime adding up his Pacemaker points so he sends in his percentage in even amounts." For example he mailed in ten points of business the other morning—helping our boys just that much with their records.

Mr. C. F. Cunningham is doing a fine business in Memphis territory right now.

Mr. L. H. Curry has been transferred from Memphis to the Indiana Office.

Mr. H. C. Carpenter promises to fill Boomer space with some interesting items next issue. Better close up with your news, boys, or H. C. will get front page and the cover to. A. W. Dorsch has already spoken for the back cover.

Mr. C. H. Kiley of the Michigan District sent in 48 1-2 points of business in yesterday morning's mail. This covers one day's work.

Mr. William Seward has become a Bowser salesman. He is working up an excellent business under the direction of the Kentucky Office.

Mr. J. H. Wilson of the Denver Office recently sold a double Cut 710 five tank system, a double table pump, Cut 251, six tank system with a nice Com-

mercial Garage specification thrown in for good measure.

J. C. Harding, "an EARLY Pacemaker" hustler from San Francisco, sends in a little valuable advice for this issue of the Boomer.

"Work with displays, boys. Don't use your models alone. Use all the bulletins the house furnishes, and take interesting photographs of representative garages and various installations of the Company's outfits. These photographs will prove especially beneficial."

Mr. George McCurdy of the Michigan District, is doing an exceptionally good business this month.

"Bob" Merrills got busy on Cut 101 equipment the other day and did some excellent business. Here's to your endeavors and the Club in January.

The latest addition to our Cuban sales force is Mr. H. E. Dobson. Oddly enough the names of all our men at that office begin with the letter "D." There is Mr. De Uneus, Mr. De La Torre, Mr. De Leon and Mr. Dobson. In solving this peculiar mystery our Editor has arrived at the conclusion that because the Cuban salesmen are DOERS their names naturally begin with "D."

Mr. G. R. Quarles of the St. Louis District sold a fine garage equipment this week to Mr. Lowden, Governor of Illinois. G. R. is right there when it comes to selling Bowser outfits to famous politicians.

NO PLACE FOR HER

"When we first came here," said a Dakota man to his visitor from the East, "our nearest neighbor lived twelve miles away."

"For land's sakes!" she cried, "Wo'd yer borry from?"



Opportunity

Today is the working salesman's opportunity.

Every District Office is looking for the Working Salesman; every District Office is looking for him because he is the efficient worker, the six day a week worker. The Working Salesman is the man who works with model and bulletin, knowledge of his territory and knowledge of his line.

MEN BE WORKERS!

Work with ambition and courage in your hearts, and you will succeed. Work with determination to make the Pacemaker's Club **EARLY** and you will go a long ways toward your opportunity.

The first reward of the Working Salesman will be the

Presidency of the Pacemakers's Club.

This is a real honor, men, and puts that man in the "leading salesmen in America" class.

We want this honor—we want every man to be a Pacemaker early—we want every man a Pacemaker in 1917.

W. M. Mann, Albany
H. C. Carpenter, Atlanta
T. D. Kingsley, Chicago
B. L. Prince, Dallas
C. C. Barnet, Denver
H. C. Storr, Harrisburg
J. W. Burrows, Indiana
R. E. Fleming, Louisville

H. W. Brown, Memphis
A. S. Bowser, Michigan
C. H. Davies, New York
I. L. Walker, Ohio
L. E. Porter, St. Louis
D. S. Johnson, San Francisco
W. R. Hance, Toronto
A. W. Dorsch, Washington

April 1st

1917

BOWSER ESTABLISHED 1885 BOOMER

VOL.15

No.8



Mr. Bowser turns the first shovel of dirt in the excavation for the new building.

STANDING OF FORTY HIGH MEN

MARCH 26, 1917

IS YOUR NAME HERE?

1. K. F. Hessenmueller.....Harrisburg	21. R. Coddington.....Denver
2. N. Mattingly.....Denver	22. J. F. Vonderembse.....Denver
3. E. L. Milliron.....Harrisburg	23. R. W. Jewel.....Denver
4. G. W. Scott.....New York	24. S. T. Johnston.....Memphis
5. C. R. Eggleston.....Albany	25. G. P. Dickey.....St. Louis
6. R. D. Eckerberger.....Memphis	26. T. L. Smith.....Dallas
7. J. A. S. Meyers.....Memphis	27. W. S. Row.....Memphis
8. E. R. Bird.....San Francisco	28. C. M. Fredericks.....St. Louis
9. J. J. Connelly.....Chicago	29. C. F. Hohlstein.....Toronto
10. J. G. Phipps.....Ohio	30. E. L. Veirs.....San Francisco
11. S. F. Taylor.....Albany	31. J. H. Wilson.....Denver
12. R. L. Matthews.....Dallas	32. A. G. Locke.....Albany
13. R. D. Leonard.....Harrisburg	33. H. A. Vortigern.....Harrisburg
14. B. A. Deffler.....Chicago	34. S. O. Williams.....Dallas
15. F. H. Peeples.....New York	35. H. Gunn.....Dallas
16. J. R. Sibley.....New York	36. J. S. Lewis.....Dallas
17. J. M. Tucker.....Dallas	37. J. W. Weems.....Dallas
18. W. B. Stamford.....Harrisburg	38. W. B. Jameson.....San Francisco
19. W. A. Armstrong.....Michigan	39. C. L. Powell.....Harrisburg
20. N. Paquette.....Toronto	40. A. G. Hartgen.....Harrisburg

District Office Quota Standing 12th Week Ending March 31

DIVISION "A"

1. Dallas.....B. L. Prince, Manager
2. St. Louis.....L. E. Porter, Manager
3. Harrisburg.....H. C. Storr, Manager
4. Chicago.....T. D. Kingsley, Manager
5. Atlanta.....H. C. Carpenter, Manager
6. San Francisco.....D. S. Johnson, Manager
7. Albany.....W. M. Mann, Manager
8. Toronto.....W. R. Hance, Manager

DIVISION "B"

1. Ohio.....I. L. Walker, Manager
2. Memphis.....H. W. Brown, Manager
3. Michigan.....A. S. Bowser, Manager
4. Denver.....C. C. Barnet, Manager
5. Indiana.....J. W. Burrows, Manager
6. Washington.....A. W. Dorsch, Manager
7. New York.....C. H. Davies, Acting Manager
8. Louisville.....R. E. Fleming, Manager

District Office Lubricating Standing, April 4, 1917

1. DALLAS	5. SAN FRANCISCO	9. ALBANY	13. DENVER
2. OHIO	6. CHICAGO	10. HARRISBURG	14. NEW YORK
3. MICHIGAN	7. ATLANTA	11. WASHINGTON	15. TORONTO
4. ST. LOUIS	8. INDIANA	12. MEMPHIS	16. LOUISVILLE



LOOK FOR SMOKE STACKS IN YOUR TERRITORY. A BOWSER PROSPECT IS UNDER EACH ONE

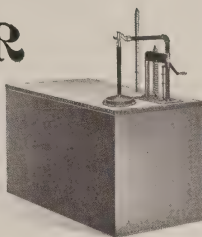
"CO-OPERATION, THE LIFE OF BUSINESS"

Is Your Territory

BOWSER
ESTABLISHED 1885

Lubricated

?



HOW MANY DID YOU
SELL LAST WEEK?

The following is what others say regarding
Lubricating Oil and Lubrication:

"Oil is motor food, and great care should be taken
in selecting the grade."

"There is no such a thing as an oil that is to good.
The better grade of oil you buy, the cheaper it is in
the end."

"Correct bearing lubrication is vital."

"The use of oil of poor quality or incorrect body
will result in worn main or connecting-rod bearings
and worn wrist pins."

"That which I most heartily condemn is the practice
of placing a tank of oil, just oil, any old oil, in a room
and using it for whatever purpose oil is required."

"The principals of our large manufacturing plants,
in many cases, are looking back over years of ex-
pense, break-downs, and poor methods, laid at the
feet of poor lubrication."

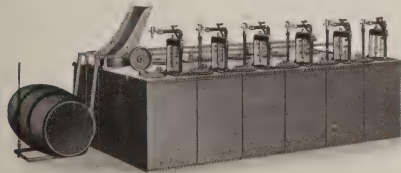
"More attention given to lubrication by the ex-
ecutive and engineering heads of industrial establish-
ments is very much in order."

You Bowser Salesmen can see from this how others
consider the question of lubrication. This applies not only
to automobiles, but to every class of machinery. There's
no use of buying high priced oil and then letting it stand
around in barrels or open containers to get dirty and foul.

What about this correct lubrication problem, boys?
Are you measuring up to your duties by preaching the
gospel of good, clean lubricating oil?

If there was not a need for Bowser Lubricating Oil
Storage Equipment it would not be made. The trouble is,
so far it has not been fully realized.

Sell the line all the time.



ACCURATE, CLEAN, CONVENIENT, DURABLE
ECONOMICAL AND RELIABLE.

EVERY MAN A PACEMAKER

The volume of business we will produce col-
lectively, the volume of business produced by
each individual member of our Sales Organiza-
tion, will in the average prove to be in exact
proportion to the care and attention given it,
in fact, it will be in direct proportion to the
energy and effort put forth and when this fact
is fully realized, there remains little else to be
done than to work and keep everlastingly at it
in order to achieve the results expected.

When we remember every minute that our
slogan is "Every Man a Pacemaker Early in
1917," and WORK all day, every day with that
end in view, the results will satisfy the most
exacting—in short, the results will take care of
themselves and the profits will take care of the
worker and his family regardless of the "high
cost of living" which is no more a myth than
the conclusion we have drawn.

Very truly yours,

W. M. MANN,
District Manager Albany Office.

SAY BOWSER TANKS ARE BUILT TOO GOOD

AVILLA MERCANTILE COMPANY
(Incorporated)

Avilla, Mo., March 24, 1917.

S. F. Bowser & Company,
Fort Wayne, Ind.,
Gentlemen:—

Today after twelve (12) years of active and con-
tinuous service, we had our first trouble with our
"Bowser" kerosene tank.

After dismantling the pump we found the only
trouble to be in the leather washer which had worn
until a split let the oil escape while pumping.

It must give you great pleasure to know that the
articles you sell are absolutely the best on the mar-
ket and that the purchaser will get the utmost pos-
sible benefit from anything bought of you.

The only fault we can find with your tanks is that
by making them so good you hurt your own business
by being never able to replace them with new ones.
This is indeed a most creditable fault.

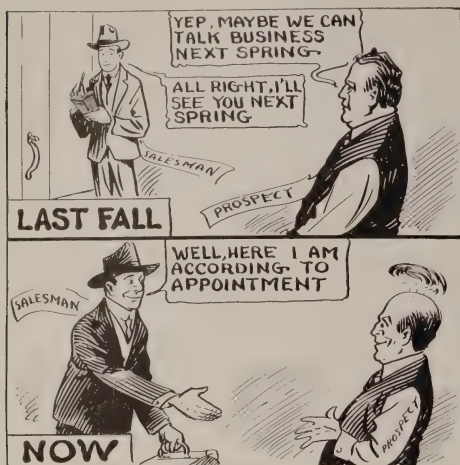
Yours very truly,

AVILLA MERCANTILE COMPANY.

B. B. Stemmons, Sec'y.

BBS-W

Boys, when your customers know you are
selling the best product in the world, and write
such letters as this, it should be easy for you
to know it and prove that you are sold.



"Dust Makers" are never "dust takers." Mr. R. L. Smith, Mr. C. L. Tanner and Mr. R. C. Chatham were down as "Chief Dust Makers" on the Dallas list of 100 per cent quota men just a little while ago.

With her territory practically reduced by the whole state of Montana, San Francisco closed the month of February with the largest business her District has yet secured.

Some TOP producers in San Francisco right now are Mr. E. R. Bird, Mr. E. L. Veirs, Mr. W. B. Jameson, Mr. F. Laughrey, Mr. J. C. Harding, Mr. F. M. Kennedy, Mr. P. J. Somers, Mr. L. B. Bilbertson, Mr. C. C. Compton and Mr. R. A. Ford.

There are a lot of fellows in Chicago making good every day. There's B. A. Deffler, Mr. R. T. Lawrence, B. G. Whitlock and J. J. Connelly up at the very top of the list of big producers, and right back of them, shoving hard for space, are Mr. Wm. Lichtenberger, Mr. Mr. C. J. Rogers, Mr. E. H. Murdock, Mr. F. C. Rice, and Mr. R. L. Duncan.

Mr. J. E. McClanahan, who travels south of Paducah, Kentucky, deserves commendation for the nice business he secured during March.

Mr. F. S. Hoss, of Louisville, was numbered among the ACTIVE EIGHT of that office last month. Mr. Hoss is doing some good work in the south.

Mr. R. S. May holds second place in Louisville's kerosene, lubricating and paint oil contest.

Mr. L. Francisco is in third place in Louisville's kerosene, lubricating and paint oil contest.

Permit us to introduce to you, Mr. O. P. Harrison who has been with the firm just six weeks and who is taking ahold of the work successfully under the management of the Atlanta Office.

Before entering the employ of the Company Mr. J. S. Lewis sold more molasses in the state of Texas than had ever been sold before and "that's just why Lewis has so much stick-to-it-iveness."

Mr. Lewis began work for the firm last November. He had no previous experience in selling the line. He now holds fourth place on the List of Dallas Pacemaker Standings. Mr. Lewis is a genuine salesman. Out of his last fifteen orders, eleven have been f. c. w. o. sales. To his credit stand eleven cooking oil equipment orders, a quantity purchase agreement, a ten-barrel, Cut 102 outfit, two 63's, a Cut 172, a—but why list 'em ad lib. Mr. Lewis will be in Fort Wayne next January and if you want to know the particulars just talk with him.

R. W. Jewell of the Rocky Mountain Region is scaling the heights at the rate of ten points a jump.

Mr. C. A. Page, of Albany, scored a sale for a ten-barrel, Pacemaker and a Cut 1, f. c. w. o. the other day.

Mr. A. L. Casey and Mr. H. B. Brown are pulling strong for St. Louis. The Cup may belong to Mr. Porter soon.

Mr. T. J. Entreklin has been laid up in Carrollton, Georgia for an entire week with a badly sprained ankle.

Bowser liners. Mr. F. W. Patterson, Mr. J. C. Long, Mr. T. F. McWaters and Mr. R. C. Williams sell the entire line—these gentlemen are head liners for this very reason in the Company's All Star Cast of Producers. It pays to be versatile.

Mr. F. H. Richardson, of Albany, landed a big point factory order last week. Mr. Richardson promises to be a six-time Pacemaker this year.

Mr. G. W. Elliott, of Albany, sold a Cut 121, a 102, two Cut 63's and six Cut 241 outfits a short time ago. Was anything said about Mr. Elliott winning a Pacemaker Membership?

Mr. D. F. Hernon of Albany has been doing a big business since the Boomer last went to press. Congratulations, Mr. Hernon.

MR. TRAVELING SALESMAN

Hundreds of men selling the Bowser line achieve eminent success every year. They have their own homes, are stock holders; they are able to invest in projects outside of their particular business; they are independent, well-to-do, successful.

Be one of these men!

Tackle this work of selling Bowser equipment in the right spirit.

Study the product.

Study your customer.

Become a better salesman.

Join the ranks of the winners.

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV APRIL 1, 1917 No. 8



A GOOD TALKER AND A GOOD LISTENER

To be able to talk well is a wonderful gift. Talk is one of the dynamic forces in life.

The ability to talk well has raised men from lowly walks of life to positions of prominence and honor. To be able to talk convincingly on a meritorious product has created new business enterprises and helped to make them permanent successes. To be a good talker is one of the first qualifications of a high grade salesman—its value cannot be overestimated.

It is very essential to be a good talker. To be able to quickly establish that mutuality between yourself and your prospect that puts you on a common ground and gives credence and weight to your statements is one of your natural resources which enables you to become a tablet cutter and a Pacemaker.

But it is quite as essential to be a good listener as a good talker. There is a time to go into high speed on conversation—a time to coast—and a time to come to full stop, look and listen in order to avoid a head-on collision with a perfectly good prospective customer.

One of the finest little silken cords in the art of selling is what is commonly termed "The Point of Contact." One end of this cord is always loose and the other is fastened to the fountain pen of the buyer. To locate this loose end as early as possible in the interview is one of the problems of successful selling—and that is more often accomplished by being a good listener than by being a good talker.

It is a pleasure to listen to a good speaker—but it is well to remember that "Silence is one great art of conversation."

HONESTY PAYS

"That honesty pays, that being honorable pays, that trickery and dishonesty do not pay, are written in letters of fire."

All men know this—but once in a while there is a man who disregards it. The Company was recently compelled to take action on such a man.

This man was convicted of forging S. F. Bowser & Company's checks and was given a suspended sentence of five years in the state penitentiary. This means that if he makes good by living a straight-forward, honorable life hereafter, and by paying those whom he has defrauded—these people being the merchants and other business associates who cashed the forged checks—so that no further prosecutions ensue, he has an opportunity to do so.

He is now at liberty, after four months in jail, on parole pending his good behavior. If he does straighten up and pay up, he will eventually be pardoned and not have to serve his time in the penitentiary at all.

"Retribution is not the highest of laws, human or divine, but it is as inexorable as Fate."

HIS WAY

There's a beginning salesman working for a firm who is making good with a rush. We asked him "how he did it?" He said:

Well, I study something new every day concerning the product the Company manufactures. It is the only way I can make my sales talks interesting.

I keep tab on my customers, and as often as I can I find out which men I can see best early in the morning and which late at night. I make a practice of learning from restaurant keepers at what hour Mr. Blank lunches every noon, and at what hour Mr. So and So dines.

Then too I have ideals. Good business is good humanity. Perhaps enjoying human contact, being kind and square in business transactions is a clearer definition. And in this connection I like to think that I am helping link up the need of the hour with the inventions I deem so beneficial being manufactured by the S. F. Bowser Company.

I like my work.

I keep physically fit.

And I guess that's about all.

LUBRICATING EQUIPMENT

An Ohio customer writes:

"I recently purchased of your Company a No. 103 gasoline pump and tank for my private garage. I am now interested in oil systems and would be glad to have illustrated and descriptive printed matter relative to same. Being a private garage, I do not need an elaborate outfit, but do feel the need of something in the way of a reservoir and pump, and no doubt you have worked the thing out."

Comment is unnecessary—if a private garage owner needs LUBRICATING EQUIPMENT, it is a sure thing that public garages, factories, etc., need the proper Lubricating Equipment.

It is possible there are numerous cases of exactly this kind in your territory.

I. L. WALKER.

Manager W. R. Hance of the Toronto Office, visited Fort Wayne during the latter part of March.

Credited to Mr. A. G. Locke on one order sold the third week in March are seventy-seven points of business. Another Albany representative speeding to success.

Mr. W. V. Crandall, the 1916 President of the Pacemakers' Club is "getting a start" according to Mr. C. C. Barnett. Fellows! You know what that may mean.

ROAD NEWS

Mr. O. T. McKissick, Mr. Charles E. Joyce and Mr. E. H. Pass, new men in Dallas, are proving themselves to be Bowser producers.

Mr. Berlin Hoolsby of Dallas has purchased an Oakland Six Roadster.

Mr. S. O. Williams, now working Oklahoma City territory, sold a Premier Dry Cleaning outfit f. c. w. o. just a little while ago.

Mr. Claude Bennett's name has been added to the list of "Broader Business Builders from Dallas."

R. L. "Uncle Bob" Matthews is keeping the "Rootin' Tootin' Cotton Shootin' Sons o' Guns from Texas" stepping to keep pace with him this month.

Mr. W. F. Eichelberger sold a splendid business in Pennsylvania last month. Because of the difficulties he had to surmount he should be especially congratulated.

Mr. P. M. Pearse, working in southern Vermont has landed an order every day since he took up salesmanship for the company. His first order called for a "Pacemaker" pump and be believe there is something significant in this.

You Dallas boys want to watch your step. Tom Lamberth is on your trail—so give him a chance to send in good "write ups."

Mr. T. L. Smith of Dallas lined up an order for one Cut 102, one 500-gallon Armco tank, one 7-barrel Cut 102 and a 154, one 7-barrel tank and one 10-barrel 241. This during the blustering, latter part of March.

Mr. H. Dalgaard, who covers the general line in Long Island, is the proud father of a boy.

Mr. W. W. Gillett is in New York and according to what Mr. Claude H. Davies says his neck is stiff from looking at the tall buildings. (We thought we'd "learned" him better than to stare around when he went visiting.

Mr. H. P. Smith is one of Atlanta's best producers. His name stands at the head of "THE DIXIE BOOSTERS."

Mr. R. S. Hobbs sold a battery of three Cut 64's for the credit of Albany last month. We expect him to do this very thing during April, because Hobbs is that sort of a salesman.

Mr. J. J. Lyons saw his name published with Albany's Tenacious Ten last month. There's a reason.

Mr. J. F. Vonderembse and C. J. Benford are making consistent strides toward the Pacemakers' Club. They have the Denver Hills to practice on.

Mr. Stanley Roberts has sold to date for the glory of the Albany Office exactly one-half dozen Chief Sentry outfits complete.

Mr. Robert Marriman, who recently signed up under Albany, secured an initial order recently for a Cut 103 equipment to be used in a private garage.





CONDITIONAL SALES ORDERS

Just why we at times allow a shrewd buyer to mislead us in our purpose by giving us a Conditional Sale Order, I don't know. If we were to analyze closely I wonder if it would not reveal plain weakness—poor salesmanship.

One of the most difficult stumbling blocks in the closing up of an otherwise first class piece of business is a Conditional Sales Order left on a previous occasion—especially the kind on which a phrase of this nature can be found, "Subject to cancellation until 'World without end' (?)".

We receive more mail orders directly from customers whom we have never interviewed than we are able to resurrect from the archives of future date conditional orders.

An order containing a cancellation clause is with rare exception an injustice to the merchant and to the salesman. Psychologically it is a barrier between the merchant and the proper method of handling his oils. To the salesman it is a stumbling block in the way of future sales endeavors. Only a weak business man will execute such an order and then only for the benefit of the salesman because he thinks he is conferring a favor that is not costing him anything.

It is safe to say that 99 out of every 100 Conditional Sales Orders never materialize. What a waste of energy—what a forlorn hope—what a silly illusion—big, broad business men kidding themselves into believing they have secured something when as a matter of fact they

have, in the great majority of case, done themselves and others who may follow, a real harm.

Don't take an order unless you can make it a real piece of business—GOOD NOW. Do not worry yourself with a lot of myths ever illusive, and do not choke your territory to death with a chain of cancellation privileges.

Think it over.

Yours very truly,
J. G. RODMAN,
Central Manager.

FACTS ABOUT THE NEW OFFICE

The new office building will be located exactly in the center of the block, facing north, between Bowser and Holton avenues, 36 feet from the present curb. However, when the work is finished the curb will be moved ten feet south to widen the street.

It will be 150 feet long, 50 feet wide, with an extension in the back 78 feet long by 30 feet wide, the full height of building, the extension providing for elevators, stairway, vault, cloak rooms and toilets.

Will be six stories high, not including the basement.

Will be constructed of steel framework and brick, with finish of Hytex brick, and will be fire-proof.

Indirect lighting system will be used and ventilation will be thoroughly modern.

Two large elevators, located in extension at back with entrance in main lobby, will accommodate travel to all floors.

Lobby will be finished in marble and will be 45 feet x 50 feet.

Executives will be located on fifth floor.

Sales and Engineering, third and fourth floors.

Accounting and Purchasing, first and second floors. Show Room, first floor.

Ceiling, first floor, will be 14 feet 6 inches high.

Ceiling, second, third, fourth, and fifth, floors, will be 12 feet high.

Ceiling, sixth floor, will be 16 feet high.

Contractors, Westinghouse, Church Kerr & Co., New York.

Estimated cost, \$350,000.00.

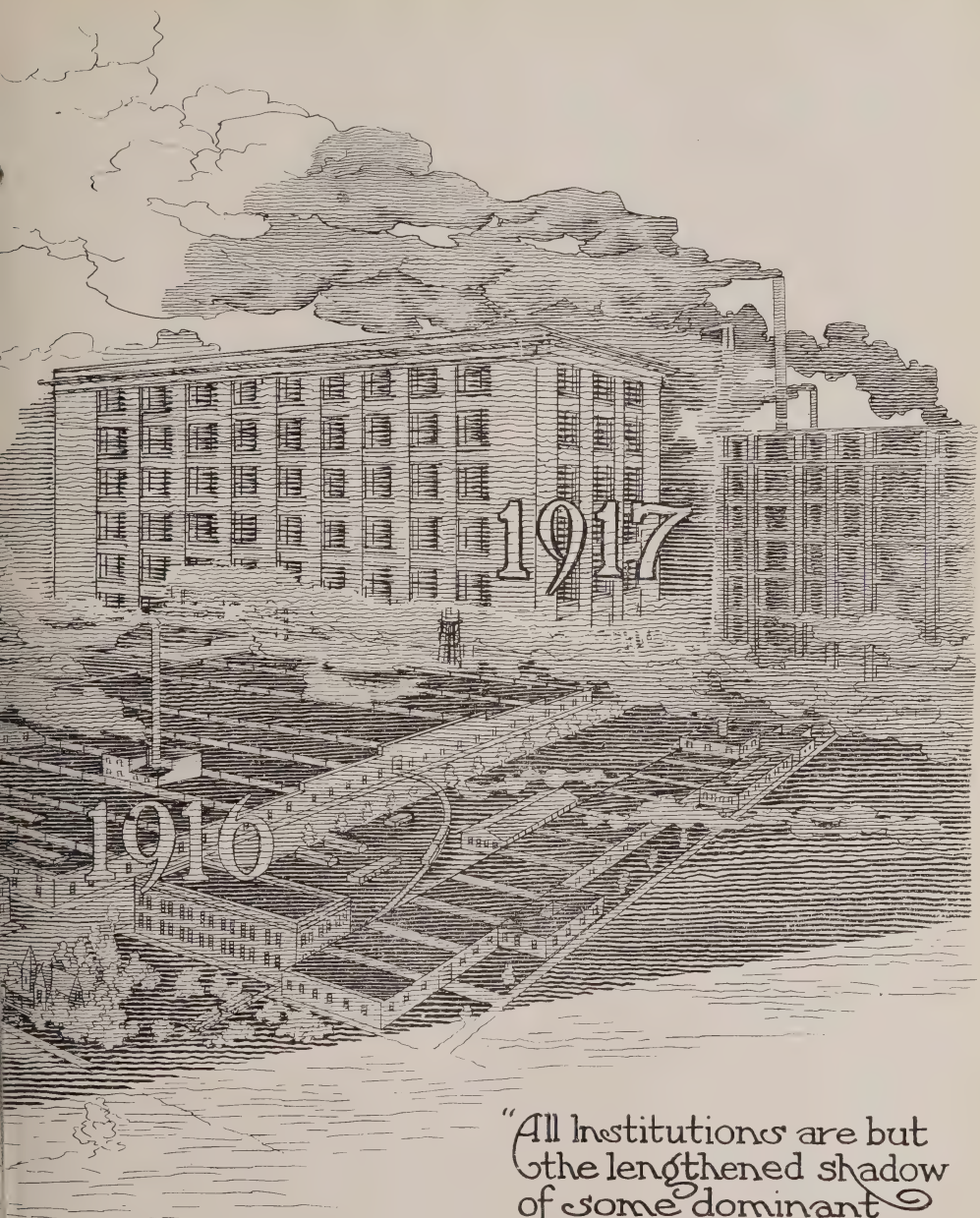
What do you think about it "Some building," we say.

—Reprint from Bowser Booster.





1885



"All Institutions are but
the lengthened shadow
of some dominant
Character."

—Emerson



Coast to Coast Survey by our Sales Generals



We're out to beat Denver right now. You know their slogan, "WHAT WE HAVE WE HOLD." Well, if they must hold something—let's leave the **sack** with them.

A. S. BOWSER.

Let's resolve to build broad all the time, not just part of the time. The most effective Broad Business Building is that which is constant. Boys, now that we are climbing let's climb high. Good work will lift us up to our desires.

C. C. BARNET.

It is our aim to make this month's business the best business ever. Set yourself a liberal quota—and success is yours.

W. M. MANN.

Boys, you are overlooking a good bet when you pass up the accessory business. Our old customers are getting their outfits in shape for the spring, summer and autumn seasons of 1917. Sell them what is necessary to brush up their equipment.

Work this trade—it will more than pay you.
T. D. KINGSLEY.

We can—and will—win the Big Urn this year, and incidentally bring honor to Dallas. Our one unflinching guide is Work.

B. L. PRINCE.

Wherever gasoline is sold, lubricating oil is also sold. They are one and inseparable as far as your prospects' oil business is concerned. Work along with this truth in mind and Toronto will not come up missing in the Cup Race.

W. R. HANCE.

Boys, get the Cut 154 Lubricating Wheel Tank started in your territory. The Cut 154 serves, makes convenient the handling of lubricating oil; it increases business; is a Business Builder; and it pays big dividends. The Cut 154 Lubricating Tank is an extra good investment for every public garage and wherever a curb equipment is installed.

J. W. BURROWS.

Let's make this month a record-breaker—a regular ringtailed peeler! Let's resolve that, beginning now—right now—we will, every man of us, sell at the very least one Cut 63, Cut 64, Cut 154, Cut 172, Cut 52B, of barrel capacity every week.

H. C. STORR.

The gasoline line will not alone make you a Pacemaker. The salesman who also sell the kerosene and lubricating lines is not likely to be disappointed. The salesman who sells the entire line will have most of the long green in the end.

H. W. BROWN.

I've just one thing to say. That is WIN.
CLAUDE H. DAVIES.

San Francisco is speeding up. Everything indicates a hard fight. Get full of pep so we won't be lapped before the race is really started. And don't forget our slogan, "EVERY MAN A PACEMAKER, ON THE JOB EARLY, AND FULL OF PEP ALL THE TIME."

D. S. JOHNSON.

We are going to make April and May our banner months! We are going to work our territory close and hard. We are going to make every day and every hour count.

WASHINGTON IN FIRST PLACE BY MAY FIRST!

We are more than equal to the situation.

A. W. DORSCH.

Our kerosene line offers you better opportunities to increase your earnings than any other equipment manufactured. Pacemaker points roll up faster on kerosene sales than they do on other sales, and one or two Cut 19's, 1s or 15's a week will pay your traveling expenses. Can you afford to overlook this product?

I. L. WALKER.

I want to thank you boys for the loyal support you are according the Louisville Office. I am glad to see you girding on your armor and conquering good business every day. Best luck to you all.

R. E. FLEMING.

Don't take a chance deviating from our Rules; they are RIGHT.

Don't let your customer misunderstand the transaction.

Don't let carelessness cause mistakes.

DO GET THE BUSINESS!

Because we must GET THE CUP.

L. E. PORTER.

BOWSER BOOMER

Mr. H. D. Keefe, Albany District, jumped his Pace-maker standing up 92 points last week. Mr. Keefe intends to visit the Home Office during Convention week, we believe.

Success seems to be an Eastman family trait. Mr. C. H. Eastman, an Albany salesman, brother to Mr. Walter Eastman, secured an order a short time ago for a 1,000-gallon, Cut 101 equipment, and five Cut 64 outfits. Good work, C. H.

Mr. J. L. Bowie has been doing some exceptionally commendable work for the Louisville District. Mr. Bowie is a fine salesman and Louisville is rightfully proud of the March business Mr. Bowie secured for the Company.

The Michigan boys beat the "Old Man's" Quota last week—furthermore, they are still hitting the road on all eight cylinders. Mr. C. H. Kiley, Mr. W. A. Merrill, Mr. R. J. Goodman, and George McCurdy took turns at the wheel.

Those men in the Ohio District who are scoring in the Lubricating Contest are Mr. J. G. Phipps, Mr. W. B. Haight, Mr. C. B. Johnston, Mr. R. E. Hawkins, Mr. E. Steinhäuser and Mr. R. W. Potts.

Andy Lucas of the Denver District believes "there is a time saying nothing gets you everything." Andy is sure sawing wood at the present time and saving his breath for business.

One Hundred Million Dollars for Shoes



ONE HUNDRED MILLION DOLLARS FOR SHOES!!!

\$100,000,000 is a conservative estimate for the amount of money that 1,175,000 cosmopolitan families will spend this year for shoes alone!

Just consider the leather used in making these shoes, and the CUT 31 OUTFITS needed to properly store the rubber cement used, and the CUT 64's and CUT 6F's required to keep the machinery properly lubricated. And these shoes will be made in many sections of the country.

Men, Bowser is needed there.
Go get this business.



BOWSER
SUPREMACY
Predominates
IN SEVERE
FIRE TEST

**Cut 19B
AFTER
Fire of
P. H. Gooding
STORE
Varnville S. C.**

Our representative, Mr. D. S. MacRae, sends us the above photos showing the only remaining evidence that here stood the store, P. H. Gooding at Varnville, S. C. Five kerosene tanks were in this fire; only two went through. (They were BOWSERS.)

It takes a hotter fire than that to put the BOWSER out of business.

JUST WHAT HE WANTED

FELIX DAVIS—PLANTER
General Merchandise, Cattle and Timber

March 5, 1917.

S. F. Bowser & Company, Inc.,
Gentlemen:—

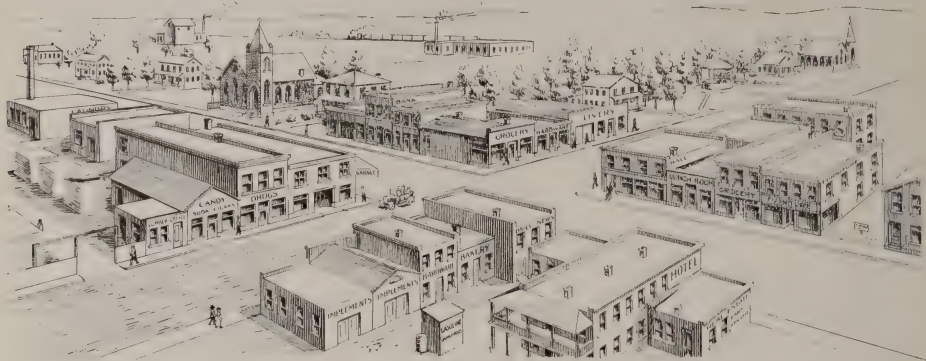
Tank is in my house, and we were selling from it thirty minutes after delivery. No trouble to set up, and no trouble to operate.

Am ready to settle at once. Kindly mail me statement less any discount you may extend me, and will mail you check promptly.

Yours truly,

FELIX DAVIS.

HOW MANY OF THESE UNSUSPECTED MARKET TOWNS IN YOUR TERRITORY?



THE UNSUSPECTED MARKETS OF SMALL TOWNS

Bowser salesmen are daily unearthing unsuspected small town markets—especially in those towns of from 1,000 to 1,500 inhabitants.

These are the towns where kerosene outfits are always needed, and when you realize there are in the United States about 68,895 towns of 1,500 and under in which there are about 8,436,771 homes, you can see the possibilities for BOWSER.

Mr. A. L. Casey of the St. Louis Office will work as Special Representative for that district beginning April 1.

Mr. Casey is to be congratulated on this well deserved promotion.

As N. Mattingly himself expresses it, he's been "tossing orders into Denver Office like fish in a salt barrel."

From all western reports Mr. R. Coddington is "coming strong" this year.

An echo has just reached us of the wedding bells that rang out for Mr. E. R. Tomlinson of Ardmore, Oklahoma. We extend to Mr. and Mrs. Tomlinson our heartiest congratulations and best wishes.

Mr. E. Steinhäuser and Mr. E. S. Burdette have been lined up under Ohio's "Big Six" producers.

The last thing we learned concerning Mr. E. W. Adams, of Albany, was he had just closed an order for a 1,000-gallon, Cut 101 outfit, a Cut 63 and a Cut 41 outfit.

Recently Mr. L. T. Rand and Mr. B. F. Sias, of Albany District sold a couple of Cut 107 outfits.

CANADIAN MANAGER STRICKEN

Word has just been received of the serious illness of Mr. W. R. Hance, Canadian Manager. Mr. Hance was returning from a Western trip and was taken ill by an attack of appendicitis while on the train traveling between Minneapolis and Toronto. He was taken to the hospital on arrival in Toronto, where he has every attention.

Our sympathy is with Mr. Hance in his illness and it is the sincere hope of the entire organization that his recovery be rapid and complete.



W. R. HANCE

Mr. N. B. Steele of the Washington District just sold a good-sized order for a gasoline filling station.

Mr. J. H. Quinn is listed as one of Ohio's Roll of Honor Men.

Mr. J. G. Coutts, of Buffalo, has enlisted under Albany's management. He is now out acquainting himself with his territory. Good luck and best wishes for your success, Mr. Coutts.

The Chicago Office reports the sale of a Cut 63 outfit to an electric light company. With Kipling, as we "have said some seven times before," Bowser prospects are everywhere!

Mr. W. A. Reese, of Harrisburg called on a factory prospect one noon last month at exactly ten minutes of twelve. When the whistles blew Mr. Reese pocketed a check for three Cut 63 outfits.

Mr. F. H. Lowe has entered our employ as salesman working under the jurisdiction of the Harrisburg Office.



The above group shows the activities of our Mr. F. W. Patterson along the route of the Dixie Highway, this particular installation being at Macon, Georgia.

Mr. Patterson has secured several "Big Point" orders recently in his section and we prophesy the tourist won't have any trouble locating the Dixie Highway in his territory, and they will be sure of plenty of pure gasoline, delivered from "Patterson sold" Bowser outfits.

Mr. E. W. Adams was called away from his territory last week on account of the sudden death of his mother. The Home Office unites with Albany in an expression of sincere sympathy extended to Mr. Adams.

On Friday, March 23, Mr. J. G. Roberts, of Albany, was summoned to Baltimore due to the death of his mother. The entire organization extends to Mr. Roberts deepest sympathy in his bereavement.

Mr. W. J. Carter has become a Bowser salesman. He is now traveling under the jurisdiction of the St. Louis Office.

Mr. S. T. Roberts is one of Albany's "Tenacious Ten." He has been selling enough filling station outfits this spring to insure plenty of gas for all Adirondack tourists.

Mr. H. T. Fueller has joined the Bowser selling force. He is working under the jurisdiction of the Harrisburg Office.

Mr. W. T. Laird has signed up under Harrisburg for a trial at selling Bowser equipment. Good luck, Mr. Laird, and best wishes for your success.

Mr. E. J. McGee, of Maryland, one of Washington's high men, has been producing a very good, consistent business this spring. He deserves to be commended.

Mr. Harry Gunn is an Eight Time Repeater on the Dallas Roll of Honor. Best wishes for your continued success, Mr. Gunn.

Mr. A. L. Corbin's name stands on Washington's List of High Men. Mr. Corbin has been doing some excellent work recently for that District.

Mr. W. A. Foster, of the Chicago District, who has represented S. F. Bowser & Company for a number of years, was called to Elkhart, Indiana, March 26, on account of the death of his father, Judge Edwin D. Foster.

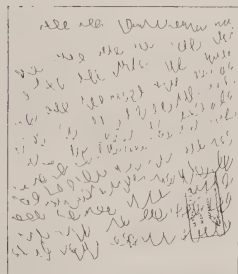
Mr. Foster's father was prominent in Masonic circles and was considered one of the best informed persons on Masonic questions in the country. He was past commander of the Knights Templar and past master of the Blue Lodge. He also served as prelate until he moved to California six years ago.

In regard to Judge Foster's interest in Masonic affairs, we reprint, herewith, part of the article appearing in the South Bend News-Times:

"Six of Mr. Foster's seven sons have received the third degree in the Masonic Order from their father. The last son to have the rite conferred upon him was W. A. Foster, who received it in December. The ceremony was the cause of much public comment because of the above related fact."

The many friends of Mr. W. A. Foster unite in expressing to him their sincere sympathy in this time of bereavement.

A VERY IMPORTANT LETTER



We reproduce, herewith, one of the most important communications received by the firm on March 30. It is a letter from one of Mr. W. A. Merrill's children and accompanied a big order from "Daddy."



PROMPTNESS

"Then," said the young man with a tragic air, as he was leaving the room, "this is your final decision?"

"It is, Mr. Carrotts," replied the young girl, firmly.

"Then," he replied, his voice betraying an unnatural calmness, "there is but one thing more to add."

"Yes?" she questioned, sweetly.

"It is this—shall I return those white satin suspenders by mail, or will you have them now?"—Harper's.

SUPER-SALESMANSHIP

"I'm awfully sorry that my engagements prevent my attending your charity concert, but I shall be with you in spirit."

"Splendid! And where would you like your spirit to sit? I have tickets here for half a dollar, a dollar, and two dollars."—Gargoyles.

CERTAINLY

Woman (talking over telephone)—"Send up a bowl of hay."

Feed Merchant—"Who's it for?"

Woman—"Now, don't get fresh. It's for the horse."—Judicious Advertising.

Caretaker (after several hours of explanation regarding the old house)—"And, ladies and gentlemen, this is the room in which George Washington received his first commission."

The Traveling Salesman (waking up at last)—"Now you're talking. How much did he get?"

EXCUSE OF THE FUTURE

"John, where have you been so long?"

"As I was coming home in my monoplane, dear, I got caught in an airhole and couldn't get out for the longest time."

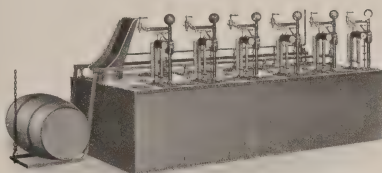
PERSONAL EFFICIENCY TEST

In answering questions write 100 for "Yes," 0 for "No." If the answer is a partial affirmative, write the numbers between 0 and 100 that express the degree of assurance. Then add the column of percentages, divide the total by 30, and the answer will be your approximate grade in efficiency. The value of the test lies in the honesty and accuracy of the answers.

1. Do you like your work?
 2. Have you learned the best, quickest and easiest way of doing it?
 3. Are you thoroughly informed on "scientific management"?
 4. Do you know where your greatest power lies?
 5. Have you a fixed goal, in the line with your supreme talent?
 6. Do you believe absolutely in your own future?
 7. Are you in perfect physical health?
 8. Have you learned how to get well and keep well?
 9. Can you be optimistic under all circumstances?
 10. Do you realize which of your habits, thoughts or emotions make you efficient?
 11. Have you made an inventory of your mental and moral traits?
 12. Are you correcting your known weakness; mental, financial, social or spiritual?
 13. Have you discovered which foods, baths and exercises increase your energy and heighten your mentality?
 14. Do you breathe deeply and hold an erect posture?
 15. Is your sleep long and dreamless and refreshing, with your sleeping room perfectly ventilated?
 16. Do you drink three pints of pure water daily?
 17. Do you eat slowly, moderately, regularly?
 18. Is all your clothing made loose, to allow blood and nerves free play?
 19. Are you independent, fearless, positive?
 20. Are you tactful, cautious, courteous?
 21. Have you secured the best possible advisers and associates?
 22. Are all your co-workers eager to help make your plans a success?
 23. Do you wish your rivals well, and never speak ill of them?
 24. Do you work harder than anybody else in the business?
 25. Have you learned the science of planning your day ahead?
 26. Can you relax entirely in your leisure hours?
 27. Are you saving money systematically?
 28. Do you enjoy art, music, literature and the presence of little children?
 29. Does your highest ambition include some real service to humanity?
 30. Have you a great love in your life, to steady, cheer and empower you?
- Divide the total by 30.
The quotient shows your percentage of efficiency.

The WHY of a

BOWSER



AS CLEAN AS ANY STORE FIXTURE

Paint Oil Outfits

Paint Oils are high priced oils, higher now than before. The best cost more but are cheapest in the long run. The higher the cost price, the greater the necessity of preserving the original quality and preventing loss. The greater the loss if any is spilled, evaporated or leaked away.

There's bound to be waste with old storage methods. Barrels, cans and funnels are not built right to save.

IT TAKES A

BOWSER Paint Oil
ESTABLISHED 1885 Outfit

TO MAKE THE OIL STORAGE LOSS-PROOF.



Bowser equipment is leak, evaporation and almost spill-proof. It takes a mighty careless workman to spill paint oil with a Bowser system.

Bowser equipment keeps the oil at one consistency—the last gallon the same as the first.

Bowser Paint Oil Outfits are worth their price because they are planned, designed and built with the user's needs in mind.

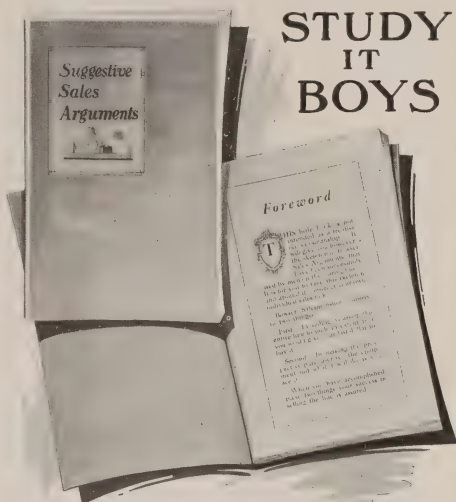
Look over your territory. Hardware Stores, Wall Paper and Paint Dealers, Painters and Paper Hangers, Auto and Buggy Painters, Factories, Drug Stores—any one handling any amount of paints—is a Bowser Prospect.

Yes, and a great many who are not handling paints could do a profitable paint oil business if they had Bowser equipment.

YOU
Bowser Salesmen
must show them
WHY

One or as many as needed.

STUDY IT BOYS



Tells How to Make Stray Dollars Jump Into Your Pocket

Learn how to be a bigger, better, stronger and more prosperous salesman.

Read this booklet and know the real points in favor of the Bowser line.

Post up on the points where you need help, and develop strong, determined, forceful sales arguments.

It tells how to stimulate the sale of any particular Bowser product and will help you to be a Pacemaker early.

You may think you have studied all the features of our equipment thoroughly—read Chapter Eight—you may possibly change your mind.

Remember you are selling service (Bowser Service), and this booklet will help you sell it easier—better—and quicker.

**It Means Real Live Dollars
To YOU**

If You Do Not Have a Copy, Ask For It

The Price of Success

You want success. Are you willing to pay the price for it?

How much discouragement can you stand?

How much bruising can you take?

How long can you hang on in the face of obstacles?

Have you the grit to try to do what others have failed to do?

Have you the nerve to attempt things the average man would never dream of tackling?

Have you the persistence to keep on trying after repeated failures?

Can you cut out luxuries? Can you do without things that others consider necessities?

Can you go up against skepticism, ridicule, friendly advice to quit, without flinching?

Can you keep your mind steadily on the single object you are pursuing, resisting all temptations to divide your attention?

Have you the patience to plan all the work you attempt; the energy to wade through masses of detail; the accuracy to overlook no point, however small, in planning or executing?

Are you strong on the finish as well as at the start?

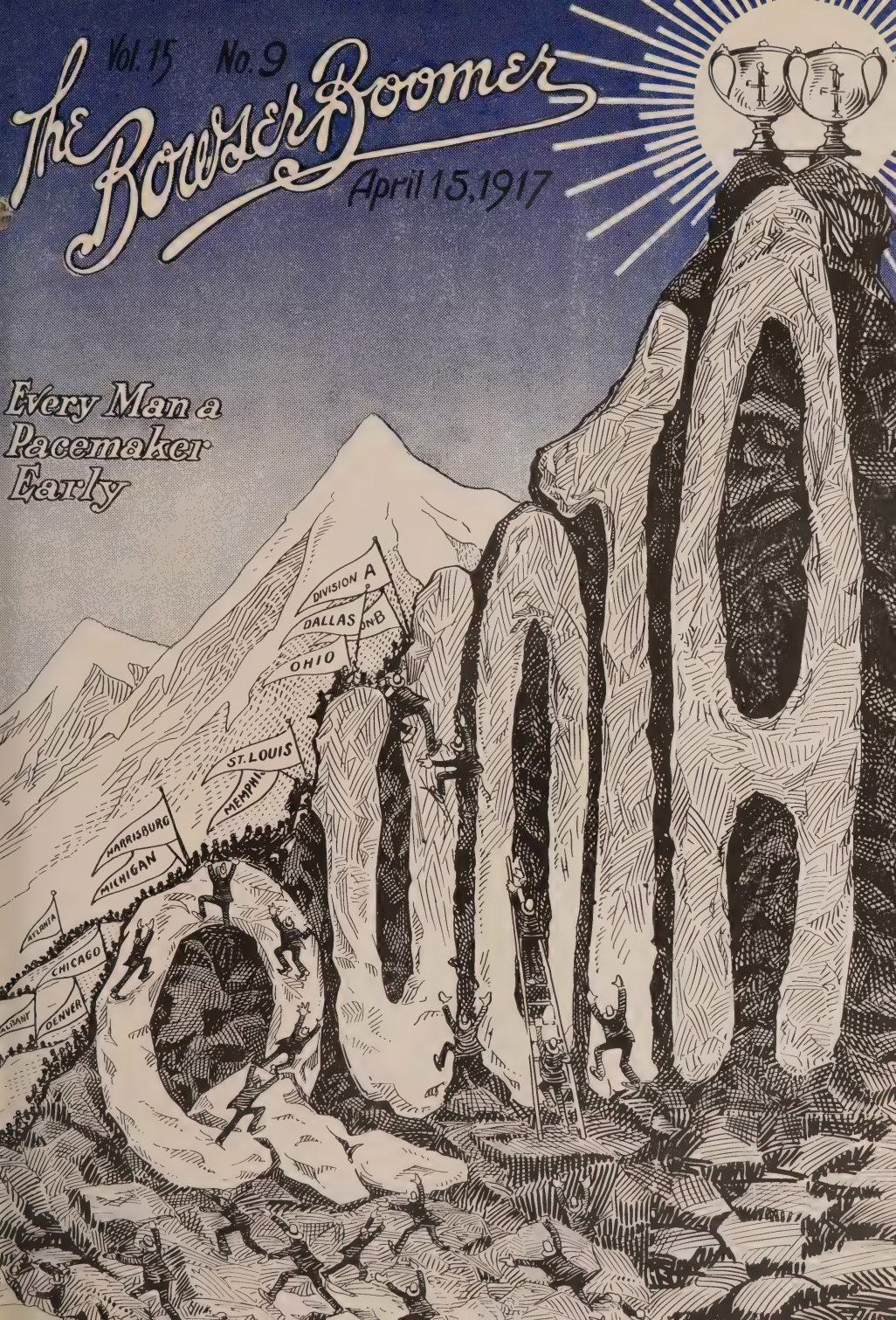
Success is sold in the open market.

You can buy it—I can buy it—any man can buy it who is willing to pay the price for it.

—ANON.

Vol. 15 No. 9
The Bowser Boomer
April 15, 1917

*Every Man a
Pacemaker
Early*





STANDING OF FORTY HIGH MEN

APRIL 10, 1917

1. E. L. Milliron	Harrisburg	21. J. J. Connelly	Chicago
2. K. F. Hessenmueller	Harrisburg	22. R. Coddington	Denver
3. N. Mattingly	Denver	23. W. B. Jameson	San Francisco
4. G. W. Scott	New York	24. J. R. Sibley	New York
5. C. R. Eggleston	Albany	25. J. F. Vonderembse	Denver
6. J. A. S. Meyers	Memphis	26. W. B. Stamford	Harrisburg
7. E. R. Bird	San Francisco	27. H. A. Vortigern	Harrisburg
8. R. D. Eckeberger	Memphis	28. A. G. Hartgen	Harrisburg
9. W. V. Crandall	Denver	29. F. H. Kilver	Denver
10. W. A. Armstrong	Michigan	30. J. M. Tucker	Dallas
11. G. P. Dickey	St. Louis	31. H. U. Earle	Denver
12. B. A. Deffler	Chicago	32. B. G. Whitlock	Chicago
13. N. Paquette	Toronto	33. E. L. Veirs	San Francisco
14. R. D. Leonard	Harrisburg	34. S. C. Johnston	Memphis
15. F. H. Peebles	New York	35. L. C. Tanner	Dallas
16. R. W. Jewell	Denver	36. T. L. Smith	Dallas
17. J. H. Wilson	Denver	37. C. M. Fredericks	St. Louis
18. R. L. Matthews	Dallas	38. H. Gunn	Dallas
19. S. F. Taylor	Albany	39. J. W. Weems	Dallas
20. J. G. Phipps	Ohio	40. W. S. Row	Memphis

District Office Quota Standing 13th Week Ending April 7

DIVISION "A"

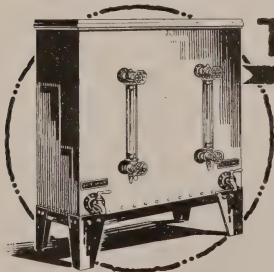
1. Dallas	B. L. Prince, Manager
2. St. Louis	L. E. Porter, Manager
3. Harrisburg	H. C. Storr, Manager
4. Chicago	T. D. Kingsley, Manager
5. San Francisco	D. S. Johnson, Manager
6. Atlanta	H. C. Carpenter, Manager
7. Toronto	W. R. Hance, Manager
8. Albany	W. M. Mann, Manager

DIVISION "B"

1. Ohio	I. L. Walker, Manager
2. Memphis	H. W. Brown, Manager
3. Michigan	A. S. Bowser, Manager
4. Denver	C. C. Barnet, Manager
5. Indiana	J. W. Burrows, Manager
6. Washington	A. W. Dorsch, Manager
7. New York	C. H. Davies, Acting Manager
8. Louisville	R. E. Fleming, Manager

District Office Lubricating Standing, April 18, 1917

1. DALLAS	5. ST. LOUIS	9. NEW YORK	13. HARRISBURG
2. OHIO	6. INDIANA	10. ALBANY	14. MEMPHIS
3. SAN FRANCISCO	7. MICHIGAN	11. WASHINGTON	15. TORONTO
4. CHICAGO	8. DENVER	12. ATLANTA	16. LOUISVILLE



THIS STOPS THIS

Look for these places—they are not hard to find.

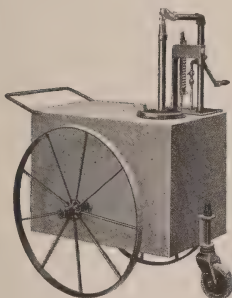
They Need Oil
Filtering Equipment

There is a place for an Oil Filtering Outfit under every smokestack—It's up to you to see that it is there.





How Many In Your Territory?



CUT No. 154

How many Lubricating Oil Wheel Tanks can you show for your territory? Compare the number with the total of Cuts 241 and 102.

The grocer or any merchant who has a curb pump is a prospect for Cut 154. Remember, too, the garages and FACTORIES. This outfit presents immense sales possibilities.

Let's Dig In and Sell the Line

Mr. H. E. Conn has re-entered the employ of Bowser & Company. He is to work for the Indiana District.

Mr. E. E. Maxwell at the date of this writing is the third highest business producer working under the jurisdiction of the St. Louis Office for the entire year. That is a splendid record of work done.

Mr. H. U. Earle, of Denver, has moved his name from 9th place on the Year's Record Standing to 5th place. Mr. Barnet explains the "jump" this way. "Well, you see Harry just worked up a humdinger lot of business and gathered up the points and got ahead of himself." Good work, Mr. Earle. With only four competitors ahead of you for highest honors, how about First Place?

Mr. R. W. Jewel has Denver guessing right now. He ranks second on that District's Yearly Standing. Keep watch of this salesman. He is breaking into the foremost lines.

Talk about jockeying for place! Mr. W. V. Crandall had a bad "send off" this year. Long before he took the track the gong had cease echoing. But W. V. is third now in the first quarter of the race and going like—success.

Mr. C. I. Benford is a Denver business "Go-Getter" on kerosene, lubricating and paint oil orders. Success to you, Mr. Benford.



The S. F. Bowser Collection Department recently followed a delinquent debtor very hotly in an attempt to get an overdue payment. At last a collector was dispatched on the job—letters having proved ineffectual.

"Now don't worry about getting your money," said the debtor. "I'll admit I can't pay this month—."

"That's what you said last month!" expostulated the irate collector.

"Well!" howled the debtor, "haven't I kept my word?"

The wife of one of our Bowser salesmen called upon her grocer for the purpose of returning to him a basket of questionable eggs. She observed that the merchant was belligerently inclined, so she resorted to strategy.

"What's the matter with those eggs?" questioned the grocer.

"I believe they are duck eggs," announced the lady.

"Impossible!!" snorted the astounded tradesman.

"Not at all," observed our salesman's wife. "I tested them and they floated."

Here's one on a Bowser Grip Carrier. The salesman in question has a habit of coming in late from his territory. One night he was later than usual. He heard his wife stir in her room as he crept upstairs. He dashed into the nursery and sitting down before the baby's cradle, fell to rocking it violently. His wife stepped into the room.

"What are you doing?" she inquired.

"Shh!" whispered the salesman, "I've just got baby to sleep. I've rocked him for nearly two hours."

"Curious," responded his wife. "I just left baby asleep in my room."

(From recent Boomer announcements of Proud Fathers, are you able to guess to whom this squib refers?)





CUT NO. 101 ON THE JOB

ROUTE SHEETS



Orange County Tire Co., Santa Ana, Cal.

The illustration above shows one of the finest filling stations in Southern California. It is owned and operated by the Orange County Tire Company, Santa Ana, California. At the center entrance can be seen a handsome Cut No. 101-B pump which is filling hundreds of machines daily.

Mr. R. E. Erwin is with the Denver gang for that famous "Garrison Finish" of theirs. Good for you, Mr. Erwin. Go to it, and win. We want to see you make it Big.

We expect to meet Mr. Paul Lawther next January. He has done some very fine work in his territory under the direction of the Dallas Office.

Despite bad rains, muddy roads, and snow drives, Mr. M. J. Campbell has held his place on Washington's Honor Roll. We believe Mr. Campbell will be a 1917 Pacemaker.

Mr. J. S. Walsh is a new Bowser salesman. He has been with the Company only two months. However, he has won merited mention several times and from all reports is going to be one of the most efficient men Washington has yet employed for her District.

Mr. N. B. Steele, of Virginia territory, is proving himself as a high grade salesman this year. He is doing a good business in the South and has won honorable notice on the Washington List of High Men.

BOOK OF INSTRUCTIONS

For information relative to the new Pacemaker Club Organization see brochure entitled "Book of Instructions to Salesmen." A sufficient number of these forms have been supplied the different branches to cover the requirements of every salesman. If you have not as yet received this booklet, let your District Manager know immediately.

The matter of sending Route Sheets to Fort Wayne is very important. It will save you dollars!

Frequently the Home Office receives communications or inquiries which are of inestimable value to you. If we do not have accurate knowledge of your route sheet for the week we are prevented from getting in quick communication with you. This delays your call on RED HOT prospects, and will probably make a return trip necessary which means additional expense to you.

Therefore, Boys, make it a **Solemn Duty** to send your Route Sheets, made out as instructed, **EVERY SATURDAY or SUNDAY at the latest** for the coming week.

It will save you money!

H. C. STORR.

Mr. J. H. Smitha has been reaching required Memphis Quota Altitudes of late. He has made a nice record for himself in the Standing of the Memphis High Flyers.

Mr. S. C. Klein is numbered with the Four Highest Memphis producers securing the largest volume of business for the last week of March.

A short time ago Mr. T. J. Hegland, of Chicago, closed an order in Michigan for a Cooking Oil Outfit. With Mr. Hegland's success comes the assurance that a very profitable field in the line of Cooking Oil equipment lies open to all Chicago salesmen.

Mr. C. Groves has been too actively engaged in achieving dotted line signatures to know much of the easy "languors of the gentle Spring." Mr. Groves ranks third on the Memphis Standing of High Men.

Last month Mr. Lee Kuhn made several daring Quota flights. Mr. Kuhn is a member of the "Memphis Aviation Crew" and he is fast becoming famous for his business altitudes.

Mr. R. W. Maxey, according to reports received from Memphis, has made a splendid sales showing this year. It is predicted he will be a Pacemaker, sure.

Mr. P. C. Stubblefield has been with the Company but two months. He is working under the jurisdiction of the Memphis Office and is listed as one of their most successful representatives. Mr. Stubblefield has done admirably, and he is to be congratulated.





The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV

APRIL 15, 1917

No. 9



THAT STREAK OF "HARD LUCK"

You have seen the time when you would bend every ounce of effort in your make-up from early morn until late at night and yet go along for days without bagging any orders.

That condition is experienced at times by the best men in the game and sometimes it gets on a fellow's nerves after he has kept up his courage against the onslaught of "Hard Luck" day in and day out, only to find that every promising deal fades away one by one just as he reaches the point where he feels sure it is going to materialize.

There may be times when this evil omen clouds the horizon and threatens to destroy every spark of optimism and self-confidence that dwells within the heart of the producer, causing him much anxiety and many sleepless hours.

Good salesmen have always had to fight these battles in the past and they will have to fight them in the future. Such conditions are not peculiar to any line, territory or season of the year—and they are not confined to the selling game.

Every individual who makes any headway in his chosen field must struggle against the current. The fact that a man is a success does not indicate that he has never chanced to meet with strong opposition, but that he has met and overcome it numberless times and is always ready for the combat.

The only people who do not encounter these difficulties right along are those who fail when they reach them and drift in the tide with the debris.

Some fellows have a hunch that they can get out from under such a strain by running in to the District Office and having a heart-to-

heart talk with the manager—others feel it is necessary to make a jump into some other territory to get a new stranglehold on success—still others believe the thing to do is to take a couple of days off and "pull themselves together."

But all these temperamental diversions are only signs of weakness on the part of the man himself, and when he gives in to them he is drifting with the current for the space of time he is out of the running, which only weakens him for the next encounter he is sure to experience.

A salesman cannot train to overcome adverse conditions by shying around them. If he could, there wouldn't be near as much room at the top of the ladder.

The man who wins is the man who can come right back after every blow—the fellow who can stand the punishment and come up smiling every time—the one who increases his aggressiveness as the opposition and resistance increase and holds on to his invincible faith in himself, his line and the ultimate success of his efforts.

That's the type of a fellow who carries the flag through the ranks of the enemy, and sends back words to the house that all is well.

The power of will which is exercised under the most trying conditions is what measures the difference between success and failure—it is often that spark of tenacity and spirit of determination which marks the turning point in a man's career.

Our careers are what we make them. There is no such thing as hard luck.

THE FRIENDLY JOB

I didn't begin with askings,
I took the job and stuck;
And I took the chance they
would'nt.
And now they're calling it luck.

Mr. E. E. Lowe is doing a consistent business in the South. He ranks with the Memphis High Men this year and promises to do some good work between now and January 1st next. Mr. Lowe is one of the firm's best producers and there is little doubt of his being a Pacemaker.

Mr. C. R. McLaughlin is bringing added honor and glory to Memphis' Standings this year. He is selling a good business and is likely to be at the big doings in January.

Mr. I. M. Camden has been very sick nearly all year, but he is on the job now. According to Mr. I. L. Walker's report, Mr. I. M. Camden and his brother, W. S., are "putting Ohio back on the map this spring."

Mr. J. O. McCracken's name headed Ohio's "Big Four" the first week in April. Mr. McCracken led with nearly \$2,000.00. Looks sort of like a Directorship, don't it?

Mr. C. B. Johnston has been "hitting it off fast" this month. What's more, he has been heavily loaded with orders. The bigger the load the swifter the progress.

WE HAVE REACHED THE QUARTER POST OF THE YEAR! YOU SHOULD HAVE 125 POINTS OF BUSINESS TO YOUR CREDIT AS A MINIMUM.

Mr. C. R. Ward, who has been with the Company one year, celebrates the anniversary of his joining forces with the firm by winning second place on St. Louis' List of High Men. Retrospectively, this must be a pleasure to Mr. Ward. How many of us like to look back and see definitely just how high we have climbed up the hill of personal progress?

Mr. G. K. Livezey, Washington District, believes Saturday should be reserved for "Getting In Best Licks." To prove the soundness of his sales theory he sold a lubricating equipment last Saturday morning.

With no previous training in selling Bowser equipment, Mr. Charles Pridey secured during his first month with the Company some twenty orders. These orders were representative of the entire line manufactured. Forty per cent. of them were marked F. C. W. O.

Mr. Pridey is working under the jurisdiction of St. Louis. In the firm's category of Coming Pacemakers this representative is listed as a REAL SALESMAN.

Mr. W. S. Johnson, San Francisco District, is lining up the dry cleaning business in great shape. During the past week he has put over two fine orders. Keep up the good work, Johnson!

Mr. D. J. Ford, of Michigan, holds first place on the Report of The Flying Four of that District. This is indeed an honor.



Coast Survey by



Toronto is holding her own.
W. R. HANCE,
Canadian Manager.



If you want to avoid cancellations—to make money out of this business—follow the advice and instructions given you from time to time. Sell your deliveries exactly as instructed, and be sure your understanding on this point is always embodied in your order—that your customer has it in plain figures on his duplicate, and in that way prove you are governed by good business mandates.



L. P. MURRAY,
Mid-Western Manager.

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When the proved power of Denver is considered along with the notable strength of her salesmen, the wealth of her past honors, it is ten to one Denver wins the Cup.

C. C. BARNET,
District Manager.



Michigan Wolverines! We are proud of you. You're getting the Big Business every day. If you continue to give old Michigan such splendid support, no power on earth can keep us down. We'll push up to the very heights of accomplishment; victory shall be ours—and the Cup, too.

A. S. BOWSER,
District Manager.

one of my own
the value of the
T. D.



Atlanta is Going To Be—
First in the Cup Race,
First in the Lubricating Contest,
First with EVERY MAN A PACEMAKER.
Because—Atlanta HAS THE WILL TO DO, the Power to Achieve.

H. C. CARPENTER, Jr.,
District Manager.



St. Louis is on her way. Spread the festive board.

L. E. PORTER,
District Manager.



Look up the standing of the Ohio District. 'Nuff said. We're IT on Lubricating Equipment sales.

I. L. WALKER,
District Manager.



Post Generals

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STORR,
t Manager.



Despite the fact that the east-
ern boys 'get on the job' nearly
four hours before we do—in that
way gaining every day several
hours head start—San Francisco
is more than holding her own,
and is deserving of praise. Not
many offices are so circumscribed
by natural oppositions.

D. S. JOHNSON,

Western Manager.

Success is not a secret, but rather the
logical reward for work
well done. Therefore, my
message to you at this
time is, do those things
that are to be done in the
best way you know how,
taking time now and then
to reflect upon your daily
work, and improve tomor-
row's wherever possible.

R. S. COLWELL,
Eastern Manager.

Our salesmen produce such
wonderful results in their re-
spective territories in all kinds
of spring weather we are sure
Mr. Rodman will have to em-
ploy additional help at the Home
Office when pretty weather comes
to handle our Memphis business.
The Loving Cup is certainly al-
ready ours.

H. W. BROWN,
District Manager.

Our plans are developing
nicely. We are going to reap the
Biggest Reward ever reaped by
the different Districts before Janu-
ary 1st—in other words, we are
going to harvest the Cup. Watch
New York.

CLAUDE H. DAVIES,
Acting District Manager.

We do not lose sight of the
fact that Factories, Paint, Oil
Dealers and Dry Cleaners all
have needs for our equipment,
and although it may take longer
to sell these classes of outfits
than it does to sell gasoline
equipment, the returns are so
large you cannot afford to neg-
lect this part of your business.

A. W. DORSCH,
District Manager.

Three 1916 Louisville Pace-
makers are leading in the field,
and all our recruits are hustling
to secure their places. Every
Louisville man is going to sell
Lubricating and Kerosene Out-
fits from now on in addition to
their other sales. They can—be-
cause they will. R. E. FLEMING,
District Manager.

January, 1918, seems a long
way off, but—the time will prove
only too short in which to ac-
complish what Albany is striv-
ing for, unless we improve each
shining hour and make the most
of all opportunities offered for
increasing our business.

W. M. MANN, District Manager.

Mr. M. Durnell, one of Louisville's ACTIVE EIGHT,
is producing a splendid business. He likes to land
'em on the dotted line, so he says. Success to you,
Mr. Durnell.

Mr. H. M. Tunstall and Mr. S. W. Scroggs were
forced to leave their respective territories a short
time ago on account of illness in their families.
Both Dallas Doers are again en route, however, and
business is "looking up" down their way.

Mr. H. W. Brown (not our Atlanta
District Manager), canvassing territory
in Southern Iowa, secured a large amount
of business during the month.

Mr. Walter Snapp, a new man in Ne-
braska, sold seven lubricating tanks on
separate orders, small accessories, and
a big bunch of points in gasoline outfits
last month.

Mr. W. N. Daniel is one of Mr. Dorsch's
Saturday Sales Experts. He goes after
Bowser business every day in the week,
and makes a specialty of getting names
on the dotted line Saturdays.

The San Francisco boys have an asso-
ciate editor now. Mr. C. E. Street has
volunteered to "write up" the accomplish-
ments of the boys working for Mr. D.
S. Johnson. Watch the Boomer for dar-
ing, dashing, western news.

Mr. B. R. King and Mr. C. F. Smith,
of Indiana District, came in strong on
the Lubricating Contest with a good
quota standing to their credit.

Mr. C. C. Claggett sold a gasoline out-
fit last Saturday afternoon. Mr. Claggett
ranks sixth on Washington's List of Sat-
urday Order Men.

Recently transferred to the San Joaquin
Valley, San Francisco District, Mr. P. J.
Somers is red hot after the business.
We anticipate a steady flow of orders
from his territory.

The Western District may well boast
of an early member in the Pace-makers
Club. Mr. E. R. Bird is the man who
is setting a fast and steady pace and
will soon pass the 500 mark.

We welcome Mr. Leo D. Baker into
the Organization as a member of the
Los Angeles Sales Department.

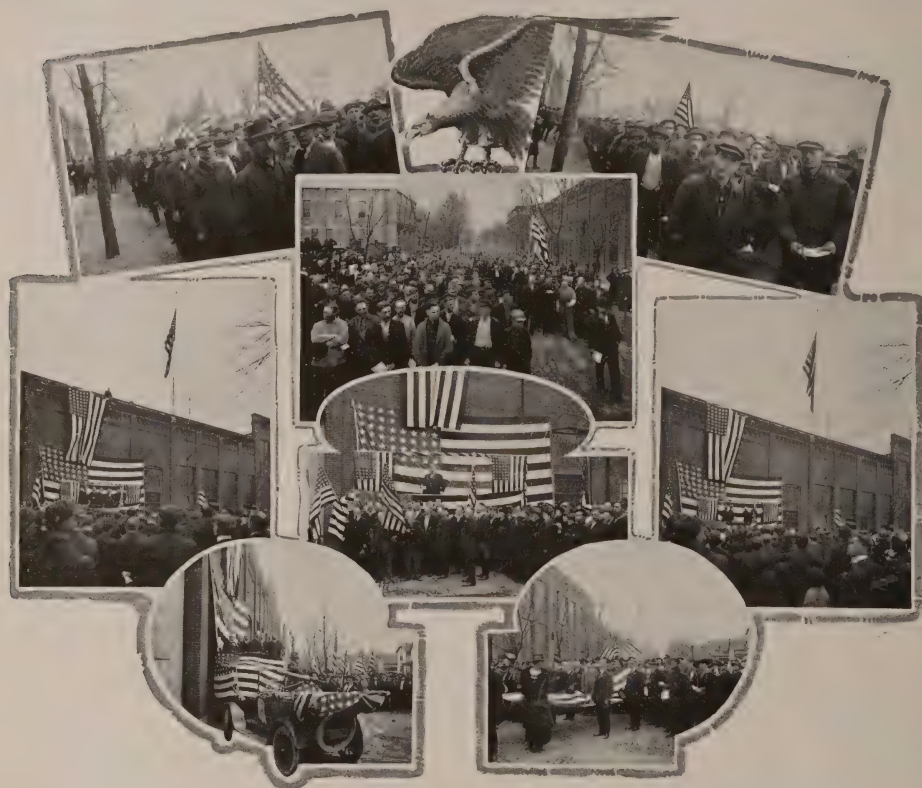
Mr. G. A. Smith, down in West Virginia,
has been doing a good business for the
Washington District this year. He holds
third place on that Office's List of Fif-
teen High Men.

Mr. D. S. Johnson, Western Manager,
reports that a bunch of Lubricating Out-
fits were sold by his men last month.





Raising "Old Glory" at the Bowser Plant



Over two thousand employees and families joined the flag raising celebration at the plant of S. F. Bowser & Company, Monday afternoon, April 16, 1917. They were addressed by Mr. S. F. Bowser who, in accordance with the wish of the President of the United States, made an appeal for individual effort in the conservation of all national resources, and urged that the cultivation of all available ground be started at once. He also announced that all employees enlisting for service would find their positions awaiting them upon their return.

FRIDAY THE THIRTEENTH

On Friday, April 13th, Mr. H. W. Oattis, of Atlanta, secured **four** individual orders for Kerosene and Gasoline equipment. His sales for that Unlucky Day aggregated 24 points of business.

Mr. T. C. Potts also proved that evil lurks in odd numbers. He brought \$1,400.00 worth of orders with him to the Home Office on the thirteenth. These sales were made by Mr. Potts and Mr. J. G. Phipps, of the Ohio District.





MR. W. R. HANCE PASSES AWAY.

Just as we go to press, our whole organization was greatly shocked to be advised by wire of the sudden death of Mr. W. R. Hance, which occurred Saturday, April 28th, 1917. As previously advised, Mr. Hance was stricken with appendicitis while returning to Toronto from a western trip.

Mr. Hance came with S. F. Bowser & Company in 1902, as a salesman, and has been one of the organization since that time.

For the past ten years he has been Canadian Manager and held that position at the time of his death.

In the death of Mr. Hance we lose a thorough gentleman, a tireless co-worker, and a real friend; his loss is keenly felt by all.

The entire organization joins in expressing their sincere sorrow.

Full particulars will be published in the next issue.



MR. W. R. HANCE

Mr. E. B. FRENCH.

You will be interested to know that the splendid work which has been done by Mr. French during his association with the Harrisburg District has been deservedly recognized and that effective this month Mr. French assumed work at the Home Office, being associated with Mr. R. S. Colwell in charge of the Eastern Division.

Mr. French brings with MR. E. B. FRENCH him the hearty and cordial wishes of every man in the Harrisburg Office, and we are quite sure that he will find his new surroundings congenial.



At this writing Mr. C. W. Wilson is "First Man" in Louisville. In points of business he is leading his District.

GOVERNMENT AND RAILROAD SALES DEPARTMENT

Announcement has just been made of the establishment of a Government and Railroad Sales Department under the jurisdiction of the General Sales Department at Fort Wayne.

Mr. E. H. Briggs, Executive Assistant, who has charge of important work in connection with the General Sales Department, will be directly in charge of the sales work pertaining to all Government and Railroad business. He will be assisted by Mr. J. L. Handy who has long been associated with the Railroad work.

Mr. C. C. Fredericks has been appointed to the position of Engineering Salesman on Railroad work, and Mr. H. E. Dobson will be the Engineering Salesman on Government work, with headquarters at Washington, D. C. Mr. W. T. Simpson, who has long represented us in Railroad work, will continue to do so with headquarters at Chicago.

Mr. Briggs as Executive Assistant will bring to the General Sales Department the important work of Sales Research Promotion and Development, a department which has been developed to a point where it will in the future be the means through which the sales work will expand to the fullest extent.

A THREE-TIME REPEATER

THOMAS LLOYD

Dealer In

SHELF AND HEAVY HARDWARE

S. F. Bowser & Company, Inc.,
Fort Wayne, Indiana.

Gentlemen:

I am just placing my order for my No. 3 Bowser Tank and I wish to tell you that the two kerosene outfits have given me the best kind of service and I am now buying a curb outfit for gasoline because I know it will be right.

Very truly yours,

THOMAS LLOYD.

ADVERTISING

Advertising rarely closes a sale. It is the great sales lever—it **starts** sales.

It makes the work of the sales department easier, quicker and broader.

It produces sales **opportunities** which would otherwise never have developed.

The right goods and the right salesmen make sales.

LUBRICATING BUSINESS MOSTLY U

A LETTER FROM MRS. FRED A. KNOCHE

To Officials and 1916 Pacemakers:

I am pleased to advise that I have in a great measure recovered from my long and serious illness which incapacitated me before and during the Convention of Pacemakers in January.

I had looked forward with a great deal of anticipation to enjoying the annual happy gathering with my husband, but it was not to be. The many beautiful flowers which you sent me, tempered my disappointment, and through the Boomer I wish to thank you, one and all, for the kind tokens of friendship and good wishes sent me.

I am,

Yours sincerely,

(Signed) MRS. FRED A. KNOCHE.

Fort Wayne, Ind., 1324 E. Pontiac St.
April 19, 1917.

Mr. J. F. Jefferys, of Washington territory, believes that on Saturday afternoons he gets results as easily as on Monday, Tuesday, Wednesday, Thursday or Friday afternoons—or mornings, for that matter. A glance at his Saturday afternoon reports shows that on three Saturday afternoons he sold his three largest orders for those weeks. Doesn't that sort of work interest you, Mr. Bowser Representative? Don't it give you a fresh grip on your work?

In a previous issue of the Boomer, mention was made concerning Mr. W. S. Treadway's producing ability in Indiana District. Today the Editor received news to the effect that despite Mr. Treadway being a new man in Bowser territory, he was to be regarded as a "Veteran" because he gets the business.

Mr. R. D. Evans has taken territory under the direction of the Chicago Office. Mr. Kingsley writes that he "expects BIG THINGS of Mr. Evans." That's a mighty inspiring and hearty send off, Mr. Evans. Faith helps.

Mr. W. N. Throop sent in a nice order last week for five Cut 115 outfits, and a two-barrel, Cut 41.



DO YOU RECOGNIZE THIS?

How many of you 1916 Pacemakers recognize the room shown in the above illustration? Well, we'll tell you.

It was the noon lunch room during the last Convention. On account of the rapidly increasing need for more room for production purposes, it is now occupied by the Welding Department.

You will note the boys in this department believe in showing their patriotism, by the generous display of flags.

CARD OF THANKS

Watertown, N. Y., April 15, 1917.

Pacemakers' Club,
S. F. Bowser & Company:—

We send our appreciation and deep thanks to you for the message of sympathy expressed through the beautiful floral offering sent to our beloved mother at her death.

Signed—

Mr. and Mrs. C. R. Eggleston
and Daughter.

Mr. N. Wetzel, Jr., who is working the factory line in Chicago, has been doing a nice business in all lines this year. He has sold filtering and rubber cement equipment lately, and two Cut 500 outfits for drugs just last week. Mr. Wetzel is a hard worker—always on the jump. He drives a Ford car to help him "hop to it" and he gets there according to all reports.



One Great Asset—Confidence

RECENTLY I watched the auditor of a big manufacturing company sign vouchers amounting to thousands of dollars for supplies and raw materials, not one article of which he had ever seen. I could not resist asking: "How do you do it when you have never seen the stuff or its quality?" He answered in one word—"Confidence."

Pointing to certain marks and initials on the vouchers, he continued: "Those are the evidences that we got the material, that it is O. K., and that the money is due. I am sure of my associates in the company I work for. In turn, when my cost sheets go to the men higher up, they may ask for certain details; but they never question the cost itself. Confidence is the essence of our work."

The complete organization of every concern—selling, as well as the buying and manufacturing end—can well adopt for its slogan the single word, "CONFIDENCE."

It will work wonders between the firm and its customers.

Don't make a promise or a contract with any of your customers unless you intend to live up to your word—be sure your customers understand the transaction—guard against carelessness and mistakes. Establish confidence in your customers opinion of your firm and yourself.

Men, have confidence in yourself and your company. Pull for the welfare of the firm. Its success is your success. When a man likes his employment, it becomes the real touchstone of his happiness. No person can live in contentment unless he believes in his business and the men associated with him in it.

Remember, men, one great asset is confidence.

The Price of Experience

YOU have to pay for experience. Some men buy it with the best years of their lives and do not even have the melancholy satisfaction of leaving it to their heirs along with their wealth.

Other men, gifted with the power of observation and trained in methods of application, buy experience by spending their years studying what the first class of men have done, wherein they have failed and succeeded—and why.

Still other men, busy with their own affairs, buy the hard-earned experience of the first class by bringing to bear upon their needs the systematized knowledge of the second.

Which is the best way for you?

—*The Market Voice*

Bowser Boomer

Vol.15

May 1ST, 1917

No.10



WILLIAM RILEY HANCE

AUG.10TH,1872 - APR.28TH,1917

William Riley Hance



FOR the first time in the history of the Bowser Company, our Official Staff has been broken by the death of one of its members. We were all greatly shocked, notwithstanding previous advices of serious illness which rendered his recovery doubtful, to receive word on the morning of Saturday, April twenty-eighth, that William Riley Hance, our Canadian Manager, had passed away early in the morning.

Mr. Hance was the victim of a serious attack of appendicitis which overcame him on the train as he was returning home from an extended western trip. Failing to appreciate the serious nature of his illness and desiring to reach home at the earliest moment, he continued his journey to Toronto, which he reached at midnight on April seventh, after many hours of acute suffering.

A physician was at once called but disease had by this time made such serious inroads that the usual surgical operation was considered inadvisable and a more favorable opportunity was awaited. Improvement, however, failed to develop and the patient gradually grew weaker for two weeks, when other complications set in. He was unable to enjoy natural sleep or take any nourishment.

Finally, the critical stage was reached where an operation seemed the only possible chance for saving life and on Saturday evening, April twenty-first the operation was performed. There were some slight rallies from the serious condition during the week and at times hope was entertained that recovery was in sight. The long strain, however, upon his vital forces made this impossible and just after day-break on the twenty-eighth, Mr. Hance passed on. With him at the time were Mrs. Hance, their son, Harold, and other members of the family.

The suddenness of Mr. Hance's demise, his long connection with the Bowser Company, the fact that he was well known throughout our organization and loved and respected by all who knew him, has prompted us to set forth the simple facts in regard to his last illness. We feel that our readers will be equally interested to learn somewhat of his career.

William Riley Hance was born in West Windsor, Eaton County, Michigan on the 10th of August, 1872. As a boy he grew up in the family home at Potterville, Eaton County, where he attended the public schools graduating in 1890 and immediately thereafter entering his chosen profession as a school teacher which he pursued with marked success for several terms.

Realizing, however, the need of a more finished education, he entered the Ferris Institute. Just before entering the latter institution, Mr. Hance was married on Christmas Day, 1896, to Miss Nellie Hull. On completion of his course there, he spent a year at Olivet. On termination of his special work there, he entered the employ of the United States Census Bureau at Washington, resigning that position to take up work with S. F. Bowser & Co. about fifteen years ago.

Mr. Hance began his career with us as a salesman having territory in South Dakota. Our records show that his first order was secured July 7, 1902. After four successful years on the road, he became, in January, 1906, manager of our Toronto Office. In this position his adaptability for creative work was clearly manifested, signal evidences of which are enlargement of the Toronto Factory, increased efficiency of the office force and a strong Canadian Sales Organization. In September, 1911, Mr. Hance was sent abroad to take temporary charge of our London Office. After three very active and effective months of hard work in England, he returned to Toronto as Canadian Manager, and as is well known, occupied this position enjoying the full confidence of our executives up to the date of his untimely death.

Mr. Hance lived an evenly balanced life despite his untiring and aggressive work in the interest of the company he served. He never permitted business and commercial interests to crowd human interests from the large place which they occupied in his daily activities. He loved men and was loved by men. Through the broadness of his affections and keen business foresight, he did much to advance the welfare of the salesmen in his jurisdiction as well as the employees of the Toronto Office and Factory. Members of his sales force visiting the Home Office during various conventions often defined Mr. Hance as their "Elder Brother." Their earnestness and sincerity in these expressions bespeak their regard. The usual stability of the Toronto Organization was largely due to this very spirit of individual forethought and helpfulness.

He was a business man, a humanitarian and a deep student. The fine elements of life appealed to him strongly. He was a student of art, science, religion and philosophy. He was a keen analyst of the signs of the times and this study was one factor in his success. The rounding out of his personality, the careful development of the various phases and functions of life, the directing of his own destiny into many channels, supplies for us a lesson which we may well seriously consider with great profit.

He led a life fraught with effort. He was always planning, studying, working, advancing. The result of his work in our organization was enduring. As a member of the community, he will not be forgotten. We are grateful and proud to draw from his life the example which he has left of the value of conscientious labor, untiring energy and never failing courage. One of our number, long associated with the Company, has well said that he has never heard an ill word spoken of Mr. Hance. After such a record, we are all indeed glad to acknowledge the true worth of his strong, kind, loving disposition as shown throughout his life to all who knew him.

The funeral services were held at the family homestead, still the residence of the parents, Mr. and Mrs. George R. Hance, at Potterville, Michigan, on Tuesday, May 1st. Preceding the arrival at Potterville, services were also held at the family home in Toronto and were largely attended by leading business men of the city, who by their presence attested the esteem in which Mr. Hance was held as a business associate. The officiating clergyman at Potterville was the Reverend Van Auker, lifelong friend of the family, who on the eventful Christmas of 1896 performed their marriage ceremony. Besides the immediate relatives, the services were attended by a large number of friends. The floral offerings were unusual in their number and beauty, including tributes from the Bowser Company at both Fort Wayne and Toronto as well as the various divisions of the organization and the Pacemakers Club.

Representing the entire Bowser Organization, there were present Mr. S. F. Bowser, Mr. Bechtel, Mr. D. A. Corey and Mr. Savercool. The Canadian Organization was specially represented by Mr. A. McIntosh who was close to Mr. Hance throughout his illness. Expressing the feeling of all who knew him, Mr. Bowser delivered a brief but touching eulogy of Mr. Hance and his life work not only in the interests of the company but as a man, including his period of service as Canadian Manager, with its large and important responsibilities. Mr. Bowser's talk was a most sincere tribute of love and affection and will long remain in the memories of those who heard it.

The closing scene took place in the little cemetery at Potterville where interment was made in the family burial place.

Our entire organization, Foreign and Domestic, Executive and Clerical, joins with the Factories and Salesmen in heartfelt sympathy to Mrs. Hance, their son Harold, the parents, Mr. and Mrs. George R. Hance, his sisters, Miss Georgia Hance and Mrs. Archie Lavery, and other near relatives. We are glad indeed

that we have been able to number both father and son among the faithful members of our organization, Mr. George R. Hance having been associated with us as a salesman.

William R. Hance has left us. He will move no longer in our midst. We shall miss his cheerful smile and his strong, clean personality, yet his influence shall endure. He has not lived in vain and his strength and fineness remain as incentives toward our aspirations to true greatness.

*"His life was gentle, and the elements
So mixed in him that Nature might
Stand up and say to all the world:
'This was a man.'"*

Telegrams and Resolutions Expressing Esteem for Mr. W. R. Hance and Sorrow at His Death

The true heart-felt regard for Mr. Hance as felt by the whole Bowser organization was most strikingly expressed by the great number of telegrams and letters received here at the Home Office. Lack of space prohibits our reproducing them, but the two following cablegrams coming from Europe are examples of the widespread esteem felt for him:

Paris, France, May 2, 1917.

Death Mr. Hance causes me deep sorrow. Paris Organization joins sincere sympathy. GRANGER.

Glasgow Scotland, May 6, 1917.

Grieved to learn of Mr. Hance's death. Extend to Mrs. Hance and family our sympathy. ANDERSON.

Resolutions Passed by the Bowser Efficiency Club

Since our last assembling together, the Wise Hand of Providence has taken from us William Riley Hance, Canadian Manager of the Bowser Company. While not officially identified with our Club, he was personally known to all our members. He was loved and respected wherever he was known.

It is, therefore, altogether fitting and proper that the Efficiency Club should place upon its records an appropriate mention of our respect and appreciation as a final tribute in memoriam.

As an organization and individually, our sympathy is with Mrs. Hance, their son and all other members of the family. It is our desire that an expression of our sympathy be made to them. While in common with all who knew Mr. Hance, our sense of loss is deep and enduring, we are glad that we can retain and cherish the memory of his cheerful, clean, straightforward personality as an irrevocable heritage.

Resolved: that these sentiments be spread upon our records and suitably transmitted to Mrs. Hance.

A True Copy.

C. A. WILLSON, Secretary.

Resolutions Adopted by the Rotary Club of Toronto, Canada

Extract from Minutes of a meeting of the Board of Directors of the Rotary Club of Toronto held on Wednesday, 2nd May, 1917:

Moved, seconded and resolved: The Board of Directors of the Rotary Club of Toronto have learned with sincere sorrow of the death of their dear friend Rotarian, W. R. Hance, which occurred on the twenty-eighth day of April, 1917. Mr. Hance's genial and kindly disposition and his ever present cheerfulness endeared him to his fellow members who sympathize sincerely with his widow and family in their bereavement.

The Board on behalf of the members request the Secretary to send to Mr. S. F. Bowser a copy of this minute.

Certified a true copy.

(Sgd.) A. McCONNELL,
Hon. Secretary.

Thanatopsis

So live, that when thy summons comes to join

The innumerable caravan, which moves
To that mysterious realm, where each shall take

His chamber in the silent halls of death,
Thou go not, like the quarry-slave at night,
Scourged to his dungeon, but sustained and soothed

By an unfaltering trust, approach thy grave,
Like one who wraps the drapery of his couch
About him, and lies down to pleasant dreams.

—William Cullen Bryant.



The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV MAY 1, 1917 No. 10



THE OPPORTUNITY TO MAKE GOOD

The best and biggest men of all times have been self-made men. Most of them started out with what the world would call a poor chance.

Their chances were no worse and no better than those which surround every individual today.

Self-made means self-help, and self-help means, first of all, the true spirit of helpfulness to others.

The world is a great store house from which we can take out no more than we put in. We get in returns in proportion to what we give in service.

It is the universal law of life.

That intangible and mysterious thing called Opportunity, about which so many essays have been written, so many sermons preached, and so many poems inspired, is not a stranger who comes and knocks at our door in disguise—not a winged meteor that spreads its flaring stream of light across the heavens when least expected—and not an arch-angel that suddenly awakens us from our sleep to bring good tidings.

Opportunity is just plain home folk.

It is as constant as the shadows that walk with us and is always present in our affairs, regardless of vocation, position or circumstances.

Opportunity is not what may come to us tomorrow, but what we make out of today.

If you would make good you must understand that the work which counts is the work in hand—it's the things you've done that show what you can do—not the bigger and better things you plan.

The work you do now must be done right if you reach your goal or your utmost height—so keep up your aim but watch your step, doing your part each day—for it's not entirely what you do, but how you do it that counts in making good.

WEALTH

"Any man is wealthy who has good health, a happy attitude toward destiny, a business or a profession in which he is interested and successful, a passion for growth and the ambition to be of service to his fellowmen. With these he has all he needs, if not all he WANTS, and he could not get any more out of life if he had a million dollars."

THE VALUABLE MAN

The man who is most to be wanted for positions of trust is the one who does not work for mere selfish gain, but for the love of the task.

If he does his work for love of it, and not out of consideration alone for the result, he will serve his own interests best—for he will do his work well and thereby make himself indispensable to his employer.

WILLIAM HOWARD TAFT.

No one is useless in this world who lightens the burdens of another.

CHARLES DICKENS.

EASTERN TIME IN FORT WAYNE

GENERAL MEMORANDUM NO. 111

May 10, 1917.

For your information and guidance in the handling of the work with the Fort Wayne Office, beginning May 14th, our Office and Factory will run on Eastern Time, this in accordance with Ordinance passed making the present Eastern Time the official time of Fort Wayne.

In the sending of telegrams and long distance calls, kindly be governed accordingly.

Yours very truly,

(Signed) S. B. BECHTEL,
General Manager.





This year you Indiana men have shown us what you can do in the way of getting business. Keep the pace you have set. It will not be long before Indiana will head the Bowser Procession of Big Producers.

J. W. BURROWS,
District Manager.



Coast Survey by



Indications point to really great things this month for ALL BOWSER SALESMEN. **Don't be handicapped for this reason**, that is, just because business is booming, don't lay down on the job. Be ahead on all future schedules. Generalize as you never have before. Work all the lines in your territory. And work fast.

T. D. KINGSLEY,
District Manager.



The best thing I can wish you is, plenty of work to do, and the ability to do it.

R. S. COLWELL,
Eastern Manager.



We haven't a man in the Denver District who is not capable of selling Paint Oil Outfits, Kerosene Outfits, and Lubricating Outfits—in fact, you are all capable of much greater production in each class. I'm handing you this because I mean what I say, and know what I am talking about.

C. C. BARNET,
District Manager.



Whenever any of you fellows get discouraged think of John Paul Jones who, his defeat seemed to everyone else a accomplished fact, said, "I have just begun my fight." As American business men, emulate the example of that great man meet present day difficulties with a heart and a determination nothing can come.

J. G. RODMAN,
Central Manager.



Boys, lets get busy on the Factory and Mill business. Push Lubricating, Kerosene, and Cut 41 and Cut 125 sales which can be shipped at once. Call on 'em all, and send in your reports before July 1st.

A. W. DORSCH,
District Manager.



Now that warm weather is at hand our Louisville veterans are showing up in 1916 form and better. All our recruits are hustling to secure top places in the Honor Roll. We are all selling Kerosene Outfits and Lubricating Outfits to do so.

R. E. FLEMING,
District Manager.



Every town in **every county** should be thoroughly canvassed by May 31st. Thoroughly canvassed means **every oil handling Prospect** has been solicited. Are you working that way?

Calling lists are supplied as fast as you can work them and no faster.

Follow the calling list system. Work and win!

L. E. PORTER,
District Manager.



While the sap goes up the tree Albany will keep on rising.

W. M. MANN,
District Manager.

Mr. H. J. Bradshaw is a "Gentleman From Indiana." He is a member of that District's "Big Four Business Getters" and he has been uniting with the Hoosiers ardently of late in their trimming of "Old Man Quota." Brad has been "going some," which means incidentally he is **getting there** on his 500 point membership.

Mr. W. J. Graham has been setting a rapid pace for the Michigan District to follow and he has our heartiest congratulations and best wishes for continued success.

Mr. George F. James has been actively engaged of late selling the trade in his Louisville territory. Mr. James is a new Bowser man and he is to be congratulated upon the manner in which he has been rounding up his spring business.

Mr. T. G. Dabney, of Fort Worth, Tex., territory, has the reputation of being one of the most aggressive salesmen in the Dallas District. Last month he sold two F. C. W. O. orders—one was for a 5-bbl. 14 gauge, Cut 107, and the other covered 2 10-bbl. 14 gauge, Cut 107 outfits. This business was secured by Mr. Dabney in one town in one day.

Mr. Philip with the Michigan District. He is doing splendidly.

Mr. C. L. Harrisburg, Pa. as salesman for 2 500-Gal. C. Storr at I.

Mr. W. C. "Bill," landed this order amounting for 2 500-Gal. only, 2 Cut 42. Watch out, Directorship.

Mr. C. H. Northeastern Sales Agent M. District, has a total of twelve Mr. King is doing his work along

Mr. J. W. F. of S. F. Bowtime ago, has the Canadian man deserves t

Coast s Generals



conditions
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BOWSER qual-
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d.
OVERCOOL,
District Manager.



Seriously, what is your aim? Have you set up something definite as a goal, or are you depending upon us to do this for you? Unless you take the initiative, your mind is not going to be in condition to guide you to attain your best accomplishment. Start out with a definite aim today. It is the only way to be successful, to become a Permanent Business Builder.

L. P. MURRAY,
Mid-Western Manager.

gs are opened up in good shape. The
d for Bowser goods seems almost un-
I never saw orders roll in the way
they have been in the last few weeks. I
beginning to think this business is just
D. S. JOHNSON,
Western Manager.



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E.

Mr. J. B. Townsend has just started out from the Toronto Office as one of their representatives. A hearty welcome is extended to you, Mr. Townsend. Success be with you in all your efforts.

Mr. C. H. Knodell, Mr. W. McEwen and Mr. A. McIntosh are three Toronto High Men who have been producing a splendid business all year.

Mr. C. A. McNoun has been specializing on the sale of Cut 241 equipments lately. Toronto men are making good on this line.

Mr. J. W. Merrikel, of Toronto, sent in a garage order lately for a Cut 102 equipment and a lubricating outfit which netted him twenty-five points of business.

Mr. W. N. Deming sent in an order from a hardware store for a Red Sentry equipment and a Paint Oil battery only a few days ago. Mr. Deming is bent on winning the Cup for his District. Mr. Deming is one of Toronto's most consistent producers.

Mr. N. Paquette is heading the Toronto procession of producers. There is no doubt but what Mr. Paquette will be one of the honored guests at the January Convention.

Be honest and square with yourself. Play no favorite. If your analysis of yourself hurts be game, take your medicine and benefit by it. Such an analysis will reveal to each one of you just what your chances are for being a PACEMAKER IN 1917.

H. C. STORR,
District Manager.



In our division are two men who are leading the ranks in the largest volume of business secured throughout the United States—and both are fighting for the Presidency of the Pacemakers' Club, and for Memphis. These men have made perfect records. They have sold Lubricating, Kerosene and Paint Oil Equipments have sent in their Daily Reports each day, and have worked six days a week. They report promptly on all prospects.

H. W. BROWN,
District Manager.



Now, boys, let's all get in behind this lubricating business and work it for all it is worth. There are wonderful fields we haven't "scratched as yet" and there is no reason why Dallas shouldnt make the HIGH record 'this year in the sale of Lubricating Outfits.

B. L. PRINCE,
District Manager.



A great way to make expense money and win membership in the Pacemakers' Club is to sell Bowser Lubricating Equipment.

C. H. DAVIES,
Acting District Manager.



Spring is well on its way. Boys! Everything looks fine for a **gigantic business**. Michigan is bound to be on top. And I am counting on you. Don't overlook the factory field! And work with the constant thought of Bowser & Company's kerosene and lubricating lines in your mind every day.

A. S. BOWSER,
District Manager.



Now that you Atlanta fellows have demonstrated the fact that you are all out to get together and win the Cup, there isn't any question as to the part you are going to play in Fort Wayne in the January Drama of Supremacy. You have the will to do and the POWER TO ACHIEVE. The Convention date is seven months away.

H. C. CARPENTER,
District Manager.



Oh, you Buckeyes! You're coming through. You're displaying your fighting spirit. We are going to maintain our big lubricating lead.

I. L. WALKER,
District Manager.





BOWSER



BOOMER



MR. THOMAS CRAGG

Mr. Thomas Cragg, one of the oldest salesmen in the employ of the Company, celebrated his seventieth birthday May 9th of this year.



Mr. Cragg has been with the firm twenty-seven years. At the time he first went on the road, late in the summer of 1890, there were but four other representatives selling the Bowser line; and then the Home Office force consisted of one man, a bookkeeper.

For twenty-one years Mr. Cragg canvassed various territories throughout the United States and Canada. Among his many experiences he claims having been lost for hours in several northern blizzards and one St. Louis Tornado proved most disastrous to his sales reports. What the effect of these adventures were on Mr. Cragg "didn't count" which, of course, only goes to prove that Mr. Cragg was a genuine salesman and deserved the success he won for himself in his work.

Six years ago Mr. Cragg left the road. He came to Fort Wayne and took charge of the Information Desk in the Main Office. Nearly every one visiting our Office depends upon Mr. Cragg when information is wanted. And surely every one in the Home Office depends upon him now and then for a little cheer. For let it be known that Mr. Cragg is one of the optimists in our organization. No matter what the weather may be, Mr. Cragg has a smile to brighten the greyest hour.

Many happy returns of the day, Mr. Cragg. Our best wishes are extended to you.

Salesman C. J. Rhode, our Central American representative, is not being forgotten. This notice bears witness to that effect.

Mr. C. F. Comstock, of Detroit, visited the Home Plant a short time ago. Come again, Mr. Comstock, and make a more extended visit. One day barely gives us time to discover you are here.

Albany Office has "stepped some" since last the Boomer went to press, from Eighth to Third Place according to the report. Two more jumps and Albany will be where? This is the Spring, and Mr. Mann and his men evidently believe in moving with the rest of us.

PAINT OIL EQUIPMENT

This is the opportune moment to convince Mr. Paint Oil Dealer that his profits may be largely increased by the installation of a battery of BOWSER OUTFITS. Every live, up-to-date, real estate owner is inclined to improve his property with a fresh coat of paint during the spring and summer. Barrels of paint are required daily for that purpose in the territories of all salesmen.

Why not profit by this condition?

W. M. MANN.

A little while back Mr. N. Wetzel, of Chicago, sold twenty-three outfits on one order—twenty-two of these were first floor battery equipments, and the other was a gasoline outfit. Mr. Wetzel's order represented 94 points of business.

LEGIBILITY

A number of expensive and unnecessary errors have been made this month due to inability to decipher customers' names and addresses on order blanks. Guesses had to be made and of course these proved to be incorrect. Please follow the instructions given and PRINT PLAINLY customers' names and addresses on the back of order blanks in the space provided for this purpose.

It surely looks as if the next Pacemaker President might hail from Watertown, the same town as the Secretary of State hails from. Watertown must be some town! (You want to know who we are talking about—well we're talking about our Mr. C. R. Eggleston of Albany District.)

Mr. J. S. Williams, who has just recently taken an Indiana territory, made a fine start last week. He secured a number of orders for a large curb equipment, and the 1-bbl. Cut 172. His orders were of the F. C. W. O. variety.

Mr. Charles Monroe, of the Indiana District, was greatly handicapped last month on account of bad roads, but regardless of unfavorable conditions he has been getting a good business every week. In the kerosene line he has done especially well.

Mr. J. J. Reedy, who has just entered the employ of Bowser & Company under the jurisdiction of the Toronto Office, writes it is his intention to become a Pacemaker. We are sure Mr. Reedy is sincere in his desire, and we shall be very glad to meet him personally next January.

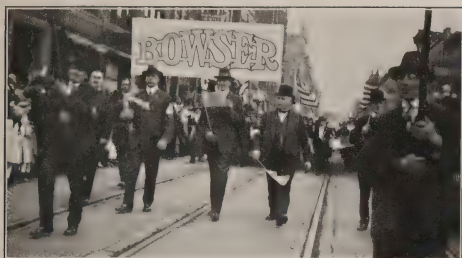


CO-OPERATION



SERVICE





BOWSER'S IN THE LEXINGTON DAY PARADE

Forty thousand loyal Americans took part in the parade commemorating the Battle of Lexington, Thursday, April 19, 1917, and was witnessed by as many more.

All factories, stores, and business houses closed for the afternoon, permitting everybody to join in the patriotic demonstration.

As shown in the above picture, S. F. Bowser & Company was represented by every employee. Leading the Bowser division was Mr. S. F. Bowser, Mr. E. M. Savercool, Mr. D. A. Corey, and Mr. E. H. Briggs.

Everybody in the parade carried a flag and the display of "Old Glory" which lined both sides of the street along the entire line of march was the most gorgeous the city has ever known.

It was a memorable demonstration of patriotism and unity of purpose.

The Indiana Sales Division recently acquired three new men who are going to be "Winners," so the report reads. These gentlemen are Messrs. B. R. Frazee, J. R. Horton, and F. R. Heck.

Mr. P. A. Eschallier, of Harrisburg, has been doing a splendid business of late. His records are most encouraging. Undoubtedly Mr. Eschallier will make the Club.

Mr. J. J. Mack, one of Harrisburg's most consistent producers, is now returned to his territory. Mr. Mack had the misfortune to break one of his ribs several weeks ago.

Mr. C. R. Murphy, of the Washington Office, has lost a lot of time this year on account of illness in his family. For the past two weeks, however, he has been in the field and has closed an exceptionally fine business. It is quite likely his name will shortly appear among the list of Fifteen High Men in the Washington District. You are doing splendid work, Mr. Murphy, in spite of your handicap.

Mr. J. Luther Myers sent in some first class business last month. Mr. Myers is doing commendable work under the direction of Mr. H. C. Storr, of the Harrisburg District. He is to be congratulated.

Mr. Eugene Burch and Mr. B. A. Dinwiddie, of Memphis, have started things rolling in their respective territories. These two men are doing splendid work.

Mr. W. G. Stoner, a new Atlanta salesman, declares he "will enter the Pacemakers' Club ahead of some of last year's 1916 Pacemakers." (Ten to one this representative does just what he has resolved to do. Such a spirit will carry him a long way toward accomplishment.)

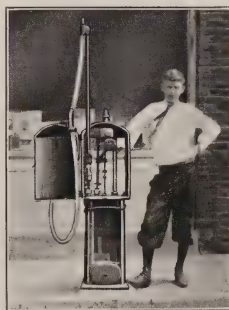
Mr. C. M. Schofield has been working "in the sticks of Virginia" and is coming mighty strong. Mr. Schofield is likely to be a top-notch in the near future. Congratulations, and Good Luck, Mr. Schofield.

Mr. Edwin McGee is crowding Washington High Men for place. He is very determined in his desire to win honors for his District and himself. Mr. McGee promises to make his old friend, Mr. G. M. Schofield, step "some" if he beats him in winning place.

Mr. J. S. Walsh is producing consistently in his territory. Washington may be proud of this representative. He is new to BOWSER methods, yet for all that he is an Honor Man and has closed a nice volume of business all year.

Mr. C. C. Claggett, of West Virginia, is "bent upon" bursting his "shoe strings" in the race for success in Washington. Looks as if he means to sprint some between now and January 1st. Our best wishes are with you, Mr. Claggett.

YOUNG—BUT AWAKE TO A GOOD OPPORTUNITY



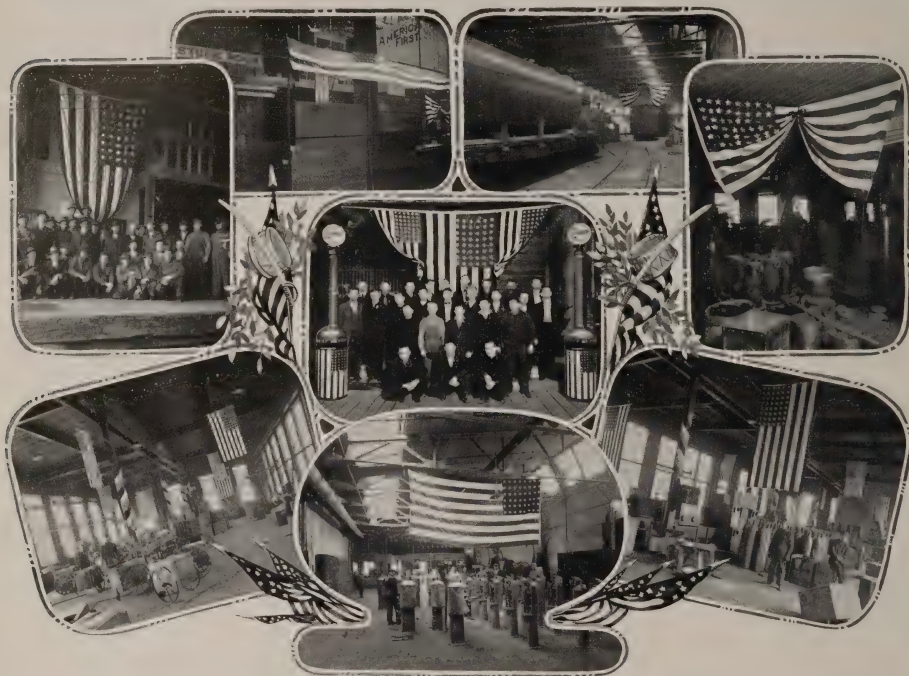
This young man is right on the job. He is wide-awake, up-to-the minute, in business for himself. He is a prosperous Bowser Patron.

It pays to Bowserize.

Mr. W. N. Daniel had a bad start. You will find his name among Washington's top producers though. That takes grit and hustling. You deserve to win, Mr. Daniel, and we know you will!



Flags Displayed in Every Department of the Bowser Plant



Our boys in the Factory are all mighty proud of their patriotic displays in the various departments throughout the Factory. They have gone to no little expense and trouble to make each individual display better than any other. You will observe we have some real talent in the Factory when it comes to producing some very artistic effects by the skilled draping of "Old Glory."

Mr. A. L. Corbin has been closing a big business all year. He has challenged the Washington boys to a race. And in his opinion "the gang haven't a chance as he is just getting started." Look out, fellows!

Mr. H. L. Brown has been forced to leave his territory a number of times because of sickness in his family. He is maintaining a nice business in Washington's Virginia territory nevertheless, and Mr. A. W. Dorsch expects to see him make a place for himself very soon among the District's Fifteen High Men.

In talking up BOWSER selling points—see how interesting you can make them, rather than how many you can remember and "spiel" by rote.

On April 9th Mr. W. W. Scruggs, of Memphis, signed up with this Company as one of the firm's representatives. Every dollar of Mr. Scruggs' business so far has been Full Cash With Order. This record is unique and praiseworthy.

On the 25th of last month Mr. W. A. Armstrong paid the Home Office a visit. He said he was anxious to learn—nay eager to learn what the Publication Department knew about shock absorbers. What have we been printing about, "Wallie," in the Boomer lately? And who is going to "get hit?" Any one in Detroit know?

Remember what Jonah said to the whale, "You can't keep a good man down."



BOWSER



BOOMER

Mr. Fred Brown, of the Harrisburg Office, has the reputation of being able to sell one Cut 63 Outfit a day at the very least. (Sounds good for Harrisburg, doesn't it?)

Mr. K. F. Hessenmueller "smokes on the Harrisburg Office." In April he sold 200% of his Lubricating Quota in one week!

Mr. I. E. Nuzum has made what Manager L. E. Porter terms a **real record**. St. Louis may well be proud of the work this salesman has done and is doing in his territory.

Mr. W. H. Trammell's name is on Atlanta's Honor Roll. Why? Because Mr. Trammell is one of that District's Biggest and **most consistent** Business Producers. There's always a reason for such notice.

Out of over \$3,000 worth of business Mr. H. A. Folsom, of Harrisburg, secured full cash with more than two-thirds of his sales. Mr. Folsom is to be congratulated on his clever work.



A BOWSER BOOSTER

The above illustration shows an up-to-date Bowserized Vulcanizing and Tire Establishment. The proprietor, Mr. J. J. Freitas, is a strong Bowser Booster. Through the open window on the left, a battery of Cut 63's shows in plain view to all passers by. Mr. Freitas boasts of one of the best equipped, up-to-date business concerns in Northern California. Mr. C. C. Compton, who is on the left in the picture, covers the Northern territory and is also very proud of this Bowser-equipped plant.

Mr. W. A. Reese, of Harrisburg, wants his Lubricating Quota doubled. He has been "doing some business" and feels like a giant.

Monday, April 9th, Mr. P. H. Lemen sent in an order to the Harrisburg Office for seven Lubricating Outfits.

Mr. F. W. Swerer has won so much confidence in Texas that one of his customers wired him personally, payment covering initial fee paid on Bowser outfit purchased. Hats off to our Mr. Swerer.

Dominate Your Market

Keep BOWSER before the buyers of your territory. Talk the entire

BOWSER
ESTABLISHED 1888

Line—what it is, its excellency, its service. So, when they think of Oil Storage, they will think of BOWSER

MEMPHIS SATURDAY SALES ARGUMENTS

SOLD April 28th - - by P. C. Stubblefield
One 5-bbl. Cut 241

SOLD April 28th - - - - W. W. Scruggs
One 10-bbl. Cut 102

SOLD April 28th - - - - by W. S. Row
One 5-bbl. Cut 241 and
Two 5-bbl. Cut 41's

SOLD April 28 - - - - by Eugene Burch
One 5-bbl. Cut 41

THE FIRST HOUSE ORGAN EVER ISSUED

It may be of interest to you fellows to know that the first internal house organ ever published was a classic. It may be of further interest to you to know Benjamin Franklin originated this paper and named it "Poor Richard's Almanac." That was back in 1732, and the house organ is therefore older than the United States.

CO-OPERATION

BOWSER

SERVICE



STANDING OF FORTY HIGH MEN

APRIL 25, 1917

1. E. L. Milliron	Harrisburg	21. R. L. Matthews	Dallas
2. K. F. Hessenmueller	Harrisburg	22. F. H. Kilver	Denver
3. N. Mattingly	Denver	23. H. U. Earle	Denver
4. W. V. Crandall	Denver	24. S. F. Taylor	Albany
5. G. W. Scott	New York	25. W. B. Offerle	Harrisburg
6. C. R. Eggleston	Albany	26. C. M. Fredericks	St. Louis
7. J. R. Sibley	New York	27. J. M. Tucker	Dallas
8. N. Paquette	Toronto	28. J. J. Connelly	Chicago
9. E. R. Bird	San Francisco	29. J. G. Phipps	Ohio
10. G. P. Dickey	St. Louis	30. W. B. Jameson	San Francisco
11. R. D. Ekeberger	Memphis	31. H. Gunn	Dallas
12. R. Coddington	Denver	32. W. B. Stamford	Harrisburg
13. B. A. Deffler	Chicago	33. A. G. Hartgen	Harrisburg
14. J. A. S. Meyers	Memphis	34. C. A. Weego	Chicago
15. W. A. Armstrong	Michigan	35. E. L. Veirs	San Francisco
16. R. D. Leonard	Harrisburg	36. L. C. Tanner	Dallas
17. R. W. Jewel	Denver	37. P. W. Lawther	Dallas
18. H. A. Vortigern	Harrisburg	38. C. J. Rogers	Chicago
19. F. H. Peeples	New York	39. B. G. Whitlock	Chicago
20. J. F. Vonderembse	Denver	40. S. C. Johnston	Memphis

District Office Quota Standing 15th Week Ending April 21

DIVISION "A"

1. Dallas	B. L. Prince, Manager
2. St. Louis	L. E. Porter, Manager
3. Albany	W. M. Mann, Manager
4. Chicago	T. D. Kingsley, Manager
5. Harrisburg	H. C. Storr, Manager
6. San Francisco	D. S. Johnson, Manager
7. Toronto	W. R. Hance, Manager
8. Atlanta	H. C. Carpenter, Manager

DIVISION "B"

1. Ohio	I. L. Walker, Manager
2. Memphis	H. W. Brown, Manager
3. Denver	C. C. Barnett, Manager
4. Michigan	A. S. Bowser, Manager
5. Indiana	J. W. Burrows, Manager
6. New York	C. H. Davies, Acting Manager
7. Washington	A. W. Dorsch, Manager
8. Louisville	R. E. Fleming, Manager

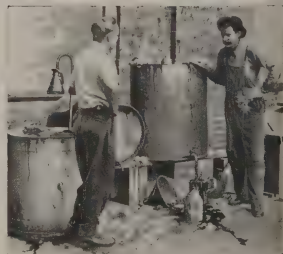
District Office Lubricating Standing, May 2, 1917

1. DALLAS	5. SAN FRANCISCO	9. ALBANY	13. ATLANTA
2. OHIO	6. DENVER	10. NEW YORK	14. HARRISBURG
3. ST. LOUIS	7. INDIANA	11. WASHINGTON	15. TORONTO
4. CHICAGO	8. MICHIGAN	12. MEMPHIS	16. LOUISVILLE

This Stops This

Men, you are in a position to help conserve the nation's resources.

Sell lubricating equipment and stop the waste of time and oil.



No. 11

May 15, 1917





SILVER LOVING CUP REACHES THE HARRISBURG OFFICE.

In speaking of Ohio salesmen who do good work Mr. J. O. McCracken, Mr. H. D. Myers, and W. J. Bates deserve special mention.

Mr. W. Lichtenberger of Chicago is doing a fine Factory business in his territory at the present time. He purchased a Ford Coupe a little while ago in order to be able to cover his territory with greater rapidity and thoroughness. Success to you, Mr. Lichtenberger! You are certainly going good.

Mr. C. S. Bootes sold a couple of Bowser Lubricating Outfits a while back according to our Toronto reports. Mr. Bootes appreciates the fact that this type of a sale pays. Sell a couple more of these equipments, Mr. Bootes.

Mr. Z. V. McClure intends to comb every inch of his territory as it has never before been combed—so great is his determination to make the Club ahead of his co-workers.

Mr. E. A. Hart has just taken up work under the jurisdiction of St. Louis. He is canvassing in North-eastern Missouri. His first order covered the sale of a two-barrel, Cut 19, kerosene outfit. This is a good "send off," Mr. Hart.

Mr. B. H. Alden's name is listed among Albany's Tenacious Ten we notice. Good work, Mr. Alden. It means WORK to land your Given Name, Middle Name and Last Name all on the Honor Roll.

St. Louis advises us that plates are to be reserved for Mr. H. M. Brown, and Mr. O. W. Davis, for these two gentlemen are "going good," and are well on their way to Pacemaker Memberships.

Mr. D. A. Howard of Albany sold nine private garage orders and one order for a 500-gallon, type "C" tank this month. This isn't all he has done either, "not by a long shot."

Mr. R. D. Evans, formerly covering territory in Chicago, has recently taken up work in Council Bluffs, Iowa, under the jurisdiction of the St. Louis Office.

Mr. R. S. Gilchrist of Toronto sold two Lubricating Outfits during the last week in April. We are watching to see what this representative will do during May.

Mr. C. M. Carpenter recently took an order at 11:30 at night, "and then quit for the day." Where'daya get that stuff? Albany salesmen are getting the orders "lately."

Mr. P. S. Cornell is doing a good business this year. Canadian soil is productive when good men till Bowser fields.



"IT IS YOUR CUP AND IT IS YOUR DUTY TO HOLD IT"

In a letter commenting upon the arrival of the cup, Mr. Storr said in part:

"The Silver Loving Cup, which was so splendidly won by Mr. Colwell and you fellows last year, has arrived at the Harrisburg Office.

"It is a handsome Prize, a magnificent reward for work which was well done in 1916, and I hope that all of you can make early visits to Harrisburg to see it, and in so doing be rewarded for the share you contributed.

"On the front is this inscription:

"This cup is awarded annually by S. F. Bowser & Co., Inc., Ft. Wayne, Ind., to the District Office securing the highest percentage of its quota for the year and will be held by that office throughout the following year."

The other District Offices are boasting that 'Harrisburg Can't Come Back' and are claiming the Cup as their own in 1918. The answer is up to each one of you—personally—individually. Two or three men cannot hold the Cup for Harrisburg. That success will only be gained through the assumption of personal responsibility, by every Harrisburg Man and his willingness to work hard to back up that responsibility. It is **your** Cup and it is **your** duty to hold it. Personal responsibility will win!"

Mr. James S. Coutts of Albany tells "the trade" he is from Fort Wayne. Mr. Mann writes that this is quite true, that Mr. Coutts is from Fort Wayne, "several miles from Fort Wayne, in fact." Now what'doya think of that.

Mr. W. S. Evans secured an order this month for a ten-barrel Type B outfit, terms F. C. W. O. Albany work!





The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV

MAY 15, 1917

No. 11



BUSINESS AS USUAL—AND MORE OF IT

This should be the American Slogan during the war and ever after.

There is danger in too much economy.

There is danger in too much talk about economy.

And there is little reason for the don't buy now" wave which has been sweeping over the United States for the last few weeks.

Why not buy now? We have the money with which to buy. And if everybody continues to buy—not extravagantly—but reasonably, doesn't it follow that the factories will keep humming at their tasks of making things for Americans to wear, to put into their factories, stores, places of business and their homes?

Of course, the food situation has drawn a sharp line of distinction in this matter. We must be conservative in the use of food products, not because we have no money with which to buy food, but because the food supplies, being in demand, are limited.

But the economy which applies to the consumption of wheat, potatoes, and the like is vastly different from the economy which applies to the purchase of clothes, home furnishings, store equipment, etc. We are not running the risk of causing others to suffer when we buy the latter.

One is a case of enforced conservation. Beyond those things which we must conserve in order that the world and its armies may be fed and clothed, we see no reason for any postponement of the average purchases.

Let business go on in its sane and normal way. Buy what you need, eat what you need, wear what you need. Don't stop business. Be a little more thoughtful, a little more industrious, a little more efficient, and listen—the best times in a business way this country has ever had are just about on us. Can you conceive of such a condition of general prosperity as will be brought about by the government collecting from the people seven billions of dollars, and then taking this seven billions and spending it right back among the people again? That will put back into circulation among the people more cash money than there is cash per capita money in the United States.

Business as usual—and more of it.

—Reprint from Bowser Booster, May, 1917.

A CREATIVE SALE.

The relation of the buyer and the seller after the sale determines the merit of the transaction.

That is, the salesman must render through the medium of his honest purpose of benefiting the buyer, such service as will beget in his customer's mind positive ideas regarding the worth of the product sold—thus creating a foundation for new desire to be later expressed by further purchases.

Such a sale may properly be called creative.

OPTIMISM.

"The rain it poured,
The sea it roared,
The sky was draped in black.

"The old ship rolled,
She pitched and bowled
And lost her chartered track!

"Oh dear! Will it clear?"
Loud wailed a dame on deck.
As they heaved the lead,
The skipper said,
"Well, it always has, by heck!"

"JUST A LITTLE BIT OF JINGER"
JUST A LITTLE BIT OF SAND,
PLANTS THE HEEL ON TROUBLE—
MAKES A MAN FEEL GRAND!



BOWSER



BOOMER



St. Louis Office writes, that with Mr. A. E. Darling's seasoned assistance, Mr. D. W. O'Brien, Mr. B. A. Slater, Mr. W. H. Johnson, Mr. E. E. Farley, and Mr. I. E. Nuzum will be at the Convention sure in January. They also said these gentlemen were selling tanks in territories where "tank selling was farm from cinchie", so especial mention is due these salesmen.

Mr. Henry Steinel, of the St. Louis District, is considering the investment of a row boat. There has been so much rain in his territory such a purchase would be wisdom. In lieu of the conditions in Mr. Steinel's section of the country he deserves considerable credit for the good business he has been securing.

Mr. J. S. Bronson, Mr. W. E. Grooms, Mr. S. B. Rahn and Mrs. R. M. Dartt are going to sit at the banquet table, so they claim, and if they take such a view of the matter, they will be sure to celebrate with the St. Louis victors. All right, gentlemen, where shall you have your chairs placed?

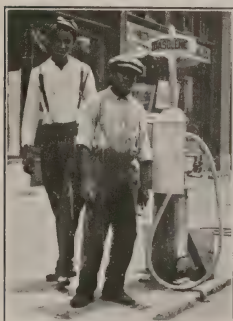
Mr. Charles H. Pridey, Mr. R. G. Kenney, and Mr. R. F. Kimball and Mr. F. M. Fale—all St. Louis representatives—are booked to make the Club long before the snow flies in Missouri. That's good news, and we expect you to "show us."

Mr. George R. Quarles is Bowserizing the Springfield, Illinois, territory. He has been especially successful in securing full cash with his orders. St. Louis may well be proud of Mr. Quarles'

Mr. Harry Gunn visited us all in Fort Wayne, May 21st. Mr. Gunn was very optimistic over business conditions and prophesied a big year for 1917.

Customers are like umbrellas—somebody always walks away with them if you don't keep your eye on them.

ON THE JOB.



These two gentlemen are ready and waiting for the autoist. One turns the crank, and the other assists Mr. Motorist in filling his car. In a trice the photographed duo satisfy the desires of the most fastidious car owner.

This is an Old Style Cut 241 and has been giving perfect service for years.

A GOOD WORD FROM A CUSTOMER.



Amherst, S. D., May 23, '17.
S. F. Bowser & Co., Inc.,
Fort Wayne, Ind.,
Gentlemen:

On April 29, 1917, our store and the lumber yard next door were destroyed by fire. The wind was just right so as to carry the heat directly over our Bowser pump which of course got red hot, burning out the wood on the crank handle, taking the temper out of the spring lock, melting the tally, etc., but was in shape to pump gas the next morning. Of course the packing was all burned and melted out so as to allow gas to leak out at the joints but it needed no priming.

I am mailing you the melted tally under separate cover and also enclosing a picture of the Bowser before and after the fire. I feel that this is an exceptional test for any gasoline outfit and you can surely guarantee these Red Sentry pumps against any amount of heat. **THEY WILL NOT EXPLODE.**

All the repairs we will need to put it in shape are duplicates of the ones we are sending you. We have replaced the hose and it is in working shape at the present time.

Yours truly,
AMHERST MERCANTILE COMPANY,
By W. H. Pringle.

Mr. R. E. Clement and Mr. C. R. Ward are making strenuous efforts to Bowserize their territories, and what's more they are succeeding by all reports. It certainly does look as if the Cup were likely to be in St. Louis next year.

Mr. J. F. Vonderembse, of Denver, has surpassed all his previous records of sales so far. He has done the biggest business this year in the history of his career.



CO-OPERATION



SERVICE



Inexperienced as a salesman, Mr. J. W. Carlton, who has been with the Company only a few weeks, is doing exceptional work selling Kerosene and Lubricating equipment. We are sure Mr. Carlton is going to develop into a high class representative and become one of the Indiana Prize Winners. Mr. Carlton is a "result getter."

Mr. J. H. Bedser, who recently took up work under the St. Louis Office, is expected to make the Club in a few more weeks. Mr. Bedser has been with Bowser & Company for a number of years and is one of the firm's most successful salesmen.

Mr. J. E. Hummer, a recent addition to the Denver District, is "making the sand fly in southwestern Kansas," and gave us his promise of being a "sure enough Hummer." (Barnet gave us his word for this.) Looks good for Mr. Hummer, doesn't it, and for Denver, too?

Mr. C. R. Monroe who represents S. F. Bowser & Company in Southern Indiana is surely going to be one of the firm's Prize Winning representatives. He is a hard worker and sells all the lines. We are going to watch Mr. Monroe's activities. We believe he is going to be a winner.

Mr. G. P. Dickey has already secured sufficient business to put him in the Club. However, he is out for first honors this year. Best wishes, and success to you, Mr. Dickey.

Mr. George G. Davey, a new man in St. Louis, is "going to make the Club or bust." Right now his work looks so promising we are willing to prophesy Mr. Davey not only makes his 500-point standing, but takes more business out of Ottumwa, Iowa, territory than is included in Pacemaker records.

Mr. B. R. King is doing a good business, and he has a mighty fine chance to make the Club. Mr. King is one of those fellows that works hard and works all the lines. He is sure to be a Pacemaker. Mr. King is an Indiana salesman.

Mr. C. E. Terry, who recently took up work in the Mount Vernon, Illinois territory, has considerable ambition in regard to Bowserizing his portion of Illinois. That's the St. Louis spirit of successful salesmanship. Good Luck to you, Mr. Terry.

In the Ozarks, St. Louis' Mr. C. M. Fredericks is doing good work. Mr. Fredericks will be in the Club right soon.

To Mr. M. B. Long of Atlanta, whose mother has just died, we extend our sincere sympathy. We regret very much to learn of your loss, Mr. Long.



Buyer Away



Buyer Busy



Very Little Sold



The Right Kind

A Little Jaunt with Mr. S. J. Redford in His Kentucky Territory.

Mr. S. J. Redford, Louisville District, is not only rapidly gaining points for membership in the Pacemakers' Club but he is spreading the good news of Bowser equipment throughout his territory. Note that he sells lubricating equipment as well as gasoline. "Even though they are not always home."

Mr. Lane Williams, who covers what is known as the Charleston territory, has produced consistently this year. Down in the St. Louis District he is called "one of our Corn Huskers," which must mean, "Heap Big Worker."

Mr. H. E. Conn is scoring this month for the Indiana District. He has been doing a good business in his territory.

The largest room in the world is the Room for Improvement.



Rejoice in the Company's unprecedented prosperity! This year will be a banner year. And we are all proud in Harrisburg to have our share in contributing to the general success of the entire organization.

H. C. SPORR,
District Manager.

We are getting well into 1917 now. We should settle down to the Calling List system—thus making



headquarters in one county long enough to clean it up.

L. E. PORTER,



My boys are not permitting outside causes to interfere with their sales work Saturdays. They are using their Bowser training and experience in overcoming customers' statements that they "will buy later" or "are too busy now to purchase." Washington salesmen are practicing clever sales work on Saturdays and more than boosting their commissions.

A. W. DORSCH,
District Manager.



This is one of the best Bowser seasons of the year. Make hay! Get your share of the profits.

J. W. BURROWS, District Manager.



Yours for Paint Oil Equipment! Go to it, boys! Don't be scared about showing your ability in this line. Just satisfy yourself in making your commissions grow, and satisfy your District and your Company, and the INNER MAN.

C. C. BARNET,
District Manager.



Louisville is making a substantial gain in "business getting in." New men are coming to the front and old timers are shifting gears—going into high. Every Louisville representative is setting a new speed. We're going to get there.

R. E. FLEMING,
District Manager.



An evening now and then devoted to the preparing of Paint Oil Data Sheets and estimates will turn the trick of making Paint Oil Sales. It may not be quite as exciting as a game of billiards, but the profits are immeasurably greater.

W. M. MANN, District Manager.



Coast Survey by

We are out this year to break every record previously established. We make a personal request to every salesman and every District Manager as well, to get behind the Lubricating Oil Tank business.

The Quota is 10,000. Just to show that you are "good sports" as E. M. SA

Up video, depe, divid, and lecti, of ev, al in, zatio, the, Bra



and in the Factory, of the Bowser Instit, you men on the road, power PLUS in your, to become peers in yo, J.

While Toronto m, and business was qu, we are delighted to, men are now produ, vious records ever, very encouraging an, fied in looking forw, business during the, TORONTO

Mr. Fritz Lowe, who is a comparatively new man in the Harrisburg District, is deserving of special comment. Mr. Lowe has been accomplishing things in his territory, and he will assuredly make the Club by keeping up the pace he has set for himself. We extend our best wishes to you, Mr. Lowe, and hope we may have the pleasure of meeting you here at the Home Office with the rest of the boys from your District in January.

Mr. C. R. McLuaghlin and Mr. Lee Kuhn, of Memphis, are doing special work in the Sugar Mill Districts in their respective territories. According to a report we received last week, that office is being swamped with orders from various Sugar Refineries.

Mr. J. H. Smitha, of Monroe, Louisiana territory, under the jurisdiction of the Memphis Office, has entered the Officer's Training Camp at Little Rock, Arkansas.

Mr. C. I. Benford, who is doing good work out in Denver, is fast becoming famous for his unique automobile experiences. He has thrice been stuck in "dobe" mud" over the hubs of his car, and once last winter, this enterprising salesman was forced to spend an entire night under a snow-drift. This last disaster ended immediately he was dug out, for he chugged away with one eye on his calling list and the other on the road. Circumstances never down the really dauntless man.

Mr. Eugene Burch, Memphis' new salesman, is doing well in his territory. He is one of the hardest workers ever employed to canvass by that District, and Memphis as well as the Home Office expects some pretty Big Things of Mr. Burch.

In this morning's mail we received six orders from Mr. E. E. Lowe, of Memphis. Five were F. C. W. O. sales, and the other was a C. W. O. sale.

Claud Bennett, Dallas District, making fast strides toward Pace membership this year. He just in an order for dry cleaning ment totaling \$1,500.00 and sent W. O. Mr. Bennett made the last year, his first year with the pany. Some order and some ter

Mr. R. E. Erwin, formerly of firing line in eastern Nebraska joined the Denver Pikes' Peak and is interesting himself in s how much work he can do be the hours of dawn and nightfall. Erwin is an experienced salesma we expect he will make a recor Denver this year.

Mr. C. P. Law, who has had misfortune to be ill for nearly months, is now back in harness producing up to his old time s ard. Harrisburg is proud of Mr.

Mr. H. A. Folsom has a sp record selling business F. C. V Mr. Folsom is a Harrisburg repr ative.

Coast es Generals

well as good salesmen, let us (for easy counting) make the sales for the year 12,000, or 1,000 a month. Let's have a little fun—get some joy out of the proposition, and incidentally make a bunch of big money out of the finest side line there is in existence.

ral Sales Manager.



Those who say least do most. Ever notice that about Dallas?

B. L. PRINCE,
District Manager.



A Real Bowser Salesman is a buyer's advisor. He considers the rock bottom needs of every customer he meets. He carefully and accurately investigates the business of his prospect. Remember at all times, you salesmen are working for one thing—and that is to assist your customer.



C. H. DAVIES,
Acting District Manager.

It isn't always the closing of an order that counts; more often it is the seed you sow along the way that takes root and eventually blossoms out into orders. Be governed by this truth in talking to your next prospect.



L. P. MURRAY,
Mid-Western Manager.

Boys, every one of you are thoroughbred s. Put every ounce of your energy on the Home Stretch. We want to go



under the wire with a hundred per cent standing. A. S. BOWSER,
District Manager.

Learn all you can about the raw material from which Bowser equipment is manufactured. Know every process this material goes through—to the final touches on the finished tank and pump. That salesman who understands his product wins.



R. S. COLWELL,
Eastern Manager.

Each and every salesman fighting under Atlanta's Banner has appointed himself a committee of one to shoot across enough business each week to overthrow and take Dallas.



H. C. CARPENTER,
District Manager.

Let's make some money and supply our customers' wants. Let's show that Dallas Bunch we aren't going to let them keep their lead without a lively scrap.



I. L. WALKER,
District Manager.

his year months, ar sales- all pre- This is re just- onful 7. OFFICE.



Never was there a time when our Nation, our State, and our Organization needed us more! The wheels of progress must be kept moving. All lines of business must be super-active.

Men, urge your customers to plant more crops, to improve the roads, to keep currency on the jump, and thus keep business booming. Remember a lot of Bowser Systems are needed. Shine up your sales talks. And Good Luck!

H. W. BROWN, District Manager.

Chicago is getting a splendid business in the Kerosene line. And what's more we are going to keep up our good work in the Lubricating business, too.



T. D. KINGSLEY, District Manager.

J. M. Prigg, of the Harrisburg ct, is setting a pace for himself year. He has outdistanced all previous records of sales. Such means but one thing. Mr. Prigg racing—bringing his life up to her plane. And this sort of an plishment is never easy. Mr. we sincerely admire your pro- ve spirit.

H. U. Earle, otherwise known adomitable Harry, is putting across this month stronger than He is climbing to unbelievable es with the Denver Daring and soon will be in the clouds ghest Accomplishment.

Fritz Kilver had some trouble the Rocky Mountains last week. all of snow was so heavy he had up his Ford by rail. The trails all impassable. Mr. Kilver is g the business just the same. Denver spirit, boys.

W. W. Martin, of the Chicago has enlisted in the army.

Mr. J. M. Henley, a new man in the Harrisburg Sales Organization, is coming right along this month. His work shows the grasp he has on Bowser methods and policies. It is possible and likely that you will be in the Club before December 1st. Mr. Henley.

Mr. R. D. Evans, formerly covering territory in Chicago, has recently taken up work in Council Bluffs, Iowa, under the jurisdiction of the St. Louis Office.

Mr. F. R. Heck has taken over the Richmond territory under the supervision of the Indiana Office. Mr. Heck has been with the Company a little over a month.

Mr. J. P. Fahey, Mr. Walter Snapp, and Mr. F. N. Butts are doing a notable business in Nebraska under the direction of St. Louis.

Mr. J. R. Sibley, of New York, paid the Home Office a short visit last week.

Mr. E. P. Walker, of the Memphis District, has been sick during the greater part of the year. When he fully recovers, all prospects in his territory "had better look out!" Here's hoping you are in the best of health when you receive this mention, Mr. Walker.

Mr. J. R. Horton, a new man in the Indiana District, has just started canvassing Kokomo territory. Our best wishes are with you, Mr. Horton.

Mr. Fred Browne, working under the Philadelphia Branch Office, is doing a nice business right now. He is especially successful in selling Cut 63 equipments.

Mr. G. C. Hexamer, a new man working under the direction of the Harrisburg Office, is doing some very nice work at the present time.

Mr. W. F. Eichelberger is doing an excellent business this month. He is one of Harrisburg's best salesmen.

BOWSER

BOOMER

LUBRICATING SALES

By H. C. STORR, Manager Harrisburg District

Every place where Lubricating Oil is used should have proper storage for that oil. There is only one thing worse than dirty oil, and that is, no oil at all, so that a man who does not store his Lubricating Oil properly is putting dirty oil on his machinery and as dirt means friction, and friction means wear, he is wearing out his machinery needlessly, and this costs money. You can be sure that there is dirt in the jigger tanks. Rub your finger on the tray and feel the grit. Roll up your sleeve, put your hand down on the bottom of the tank and feel the grit there. The oil won't do you any harm and a demonstration of the fact that an engineer is putting dirt on the bearings will bring you profitable business. Why should a man pay for Lubrication and efficiency and get friction, wasted energy, worn out machinery, increased coal bills, shut-downs and trouble? A Bowser tank is the best measure of preparedness against these things.

A drop of oil on the garage floor getting on the tires will rot them. If allowed to soak into a tire it may make a weak spot that will cause a blow-out and perhaps a serious accident when the tire, from all appearances, is good. Oil on the hands of a garage man or his assistants means oily clothes—means greasy coins handed out in change to the customer, and there are mighty few people touring for pleasure who appreciate being handed a dirty, greasy piece of money when they stop at a garage to buy some gasoline or other necessity. Of course, all money is good, but no man, and especially no lady, appreciates the opportunity of stowing away grease in their clothes, even if it is on good coins of the realm.

Oil standing in barrels loses both quantity and quality. It loses quantity by absorption and leakage. It loses quality by evaporation of the lighter hydro-carbons. It is no more profitable to sell Lubricating Oil by guess than it is to sell gasoline, canned goods or sugar by guess. The natural tendency, when Lubricating Oil is stored in unsightly tanks, is to put the tanks in an out-of-the-way place, at some

point where the public will not see the nasty mess of oil on the floor, and dirty tanks with the oil catching all the dust and dirt flying in the air. If it is stored in a Bowser Tank, the natural tendency is to take pride in the equipment and put it where it can be seen when coming into the garage. We all know that storing goods where people can see them, increases the sales. If that were not so, there would be no show windows. We might as well do without show windows, and keep the goods in the basement, as to store the Lubricating Oil, the sale of which is most profitable, in an out-of-the-way place.

There are thousands of arguments in favor of Bowser storage for Lubricating Oil. The outfits themselves cost mighty little money and pay most wonderful dividends on the investment.

All of these concerns use Lubricating Oils—and are S. F. Bowser & Company prospects.

Bakeries (large.)	Lumber Yards.
Brick Yards.	Packing Houses.
Cement Plants.	Piano Factories.
Coal Mines.	Planing Mills.
Creameries.	Printing and Publishing Houses.
Electric Power Plants.	Repair Shops.
Flour and Grist Mills.	Rubber Factories.
Ferry Companies.	Sand and Gravel Companies.
Furniture Factories (all kinds.)	Sash and Door Factories.
Garages.	Sheet Metal Works.
Gas Companies.	Shoe Factories.
Ice Manufacturing Plants.	Silk Mills.
Glass Works.	Steam Heating Companies.
Ice Cream Factories.	Street Railways.
Knitting Mills (hosiery and underwear.)	Stone Quarries.
Laundries.	Telephone Companies.
Lumber Mills.	Water Companies.
Municipal Plants (all kinds.)	Factories (all kinds.)

—YOU can make money by calling on them.

—H. C. STORR.

CO-OPERATION

SERVICE



Mr. J. S. Bronson of St. Louis spoke in the Efficiency Club Rooms, Tuesday, May 15, on the subject of closing a sale after the prospect has said "NO" very decidedly. In his talk Mr. Bronson cited an example of making a sale in lieu of his customer's having delivered four emphatic "NO'S." Just remember this, boys, when confronted by the spiked word.

Mr. F. W. Devereux secured four fine private garage orders—all F. C. W. O. terms, three Cut 172's, two "Chief Sentry equipments", also a Red Sentry for the City Department of Public Works in Albany, and several orders for smaller outfits; all this in a period of a few days. Devereux hails from the Albany District.

Here is an example of what Mr. P. F. Bearse of Albany does when he gets busy with his order pad: One twenty-barrel, 12-gauge, Cut 101, and a Cut 121 Wheel Tank with a Cut 73 attachment. In addition to this Mr. Bearse landed two "Chief Sentry" orders—just to keep his hand in.

Mr. R. F. Kimball, who has been a Bowser representative for a few months under the direction of the St. Louis Office, and who has been particularly successful in our line, is a married man now. Our best wishes are extended to you, Mr. Kimball. The wedding took place May 9th.

Mr. R. A. Dusault of Albany has sold so many fine orders lately space will not permit of a listing. Let it be known, however, in the inch given over to this gentleman that he sold a 1500-gallon tank for a Cut 101 outfit last week, a ten-barrel, 12-gauge Cut 102, three 63's, and a Cut 172.

May 19: Mr. Paul H. Lemen of the Harrisburg Office just sold a \$1600.00 Dry Cleaning Order. This is splendid work, Mr. Lemen—well worth featuring. We congratulate you on your business ability. The landing of such a "whopper" does you and your District proud.

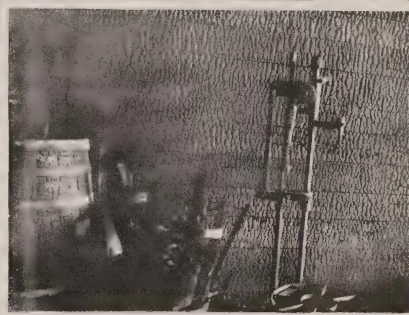
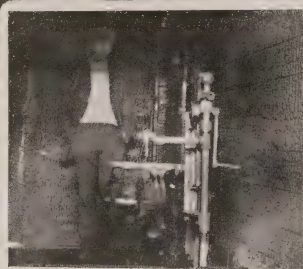
Mr. A. M. Lucas of the Denver Office has just resigned on account of joining the Federal Reserve Corps. Mr. Lucas has been a member of the Federal Reserve since 1910. He is now recruiting and training soldiers down in New Mexico.

Mr. P. C. Stubblefield of Memphis has been called to the Training Camp at Fort Logan where he is training at the present time to become an officer. Mr. Stubblefield has our most sincere regard. We wish him a brilliant military career.

Mr. S. F. Taylor scored for Albany recently. He sold four, Cut 172's, a Cut 154, a 6-F-2 Circulating and Filtration system, a Cut 750 and a Cut 41 equipment. Mr. Taylor is in the "Thousand-a-Week Class."

Mr. C. R. Ross of the Albany District did a splendid F. C. W. O. business last week. He is on the job when it comes to writing up this sort of order.

FIRE CHIEF JAS. B. HENLY IS STRONG FOR THE BOWSER.



Iron View, Mich.

FIRE DEPARTMENT.

S. F. Bowser & Company, Inc.,
Fort Wayne, Ind.,

Gentlemen:—

Fire started in barrel of rubbish at left of pump.

Damage to building and contents \$1,300. Oil tank full and untouched.

Yours very truly,
JAS. B. HENLY, Chief.

Mr. J. Willis of Toronto has his name entered on the Canadian list of Lubricating Oil Contestants. Mr. Willis knows "good business" when he sees it.

Four big producers in the Michigan District are Mr. J. P. Hagaman, Mr. J. C. Tibbles, Mr. Philip Carlton, and Mr. P. E. DeVries.



THE MEMPHIS TREASURER OF DAILY REPORTS.

Nineteen of the boys down in Memphis won a hundred per cent average on the mailing in of Daily Reports to their District Office. The remaining four salesmen who make up the sales force "came across" with high averages.

The credit for this splendid showing belongs to Miss Lorena Yeates, the Memphis Treasurer of Daily Reports.

EXTRA—BULLETINS.

A certain salesman—who is working for the Directorship of the Indiana District—just gave the Boomer a nice little idea to utilize in selling Cut 19 equipments. It seems that whenever this gentleman has sold a Kerosene Outfit he draws a Bulletin of a Cut 19 equipment from his coat pocket, and while the customer is still warm with the heat of purchasing in his blood, this representative interests him in the Cut 19 outfit.

Boys, by always carrying in your coat pockets additional Bulletins related to the sales you know you are likely to make in your day's canvassing, you can entirely do away with "pawing" over your entire Bulletin Books in a vain and nervous search for the particular Bulletin you want. You can save time, and "get" your customer before his interest cools. Keep these Bulletins "on tap" and see how much they will assist you in making extra sales.

One of Mr. F. H. Richardson's orders, taken recently, was made up of: One, 1000-gallon, Cut 102 Outfit; One, Cut 103 equipment, and a battery of Cut 64 outfits with accessories. This order netted Mr. Richardson nearly forty points. Albany certainly may claim this representative as one of their big producers.

Mr. C. C. Compton of San Francisco is reported as "crowding his competitors" in northern California. Steady, consistent effort has wonderfully increased this representative's business every month. Mr. Compton is sure to visit the Home Office in January, and we are waiting to meet him.

Mr. J. T. Gibbons of the Washington Office is making a splendid record for himself again this year. He is one of "best talkers" and "best sellers" the Company employs. Too much cannot be said about the up-to-date sales methods used by Mr. Gibbons.

Mr. G. W. Scroggs is working persistently this month. He is bent upon keeping in the foremost ranks of the Famous Dallas Doers.

Mr. R. J. Coddington sold an order that covered a 5-barrel, Cut 101 outfit, and a 5-barrel tank the other day. San Francisco business is coming right along.

Mr. N. A. Ring of Albany made fifty Pacemakers' points in one week's time during the latter part of May.

Mr. C. L. Stebbens, Mr. T. R. Rhodes, Mr. J. J. Reedy, Mr. W. J. Murray, Mr. A. McAllister, and Mr. K. N. Macintosh—all Toronto representatives—are seeing to it that they are working along lubricating lines. These men have their own interests and the interests of their customers at heart in keeping this equipment moving.

Mr. E. W. Adams of the Albany Office covers his territory with a "Scripps Booth." If his business keeps growing at the rate it has been during the last few days, Mr. Adams will soon be in a position to buy himself a whole flock of cars. Congratulations, Mr. Adams.

Mr. D. F. Hernon is doing the Albany District proud these days as usual. Recently he placed an order for a "Red Sentry" with a four-barrel tank, a Cut 63 and a Cut 128 for Lubricating Oils. "Leave it to Hernon" as Mr. Mann says.

Miss Winnifred Menear is to be a Boomer Correspondent for the Toronto District. She is to report all matters of interest and value connected with Canadian activities. Miss Menear has freely given her services to the Editorial Staff and her kindness is greatly appreciated.

Mr. J. F. Jeffreys traveling in North Carolina under the direction of the Washington Office is a Top-Notch Bowser representative. He has made a name for himself this year through the enthusiasm and interest he has evidenced in his work.

Some of the men who bring in big business for the Ohio District are Mr. J. G. Phipps, Mr. T. C. Potts, Mr. I. M. Camden, Mr. J. H. King, Mr. E. Steinhauer, Mr. D. W. Newland, and J. H. Quinn.

SATURDAY SALES.

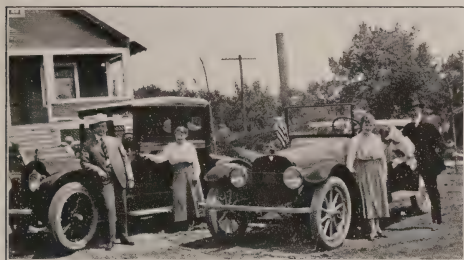
Does it pay to work Saturdays? You know I have been after the boys a long time about working Saturdays but there are only a few now that make no effort to work on this day. The Washington salesmen are getting the business on Saturdays the same as on any other days. The following men closed business on a recent Saturday:

J. T. Gibbons.....	Two Gasoline Outfits
G. P. Stoval.....	One Gasoline Outfit
G. A. Smith.....	One Kerosene Outfit
G. A. Smith.....	One Gasoline Outfit
J. S. Walsh.....	One Kerosene Outfit
W. A. Billings.....	One Gasoline Outfit
C. C. Claggett.....	One Gasoline Outfit
M. J. Campbell.....	One Gasoline Outfit
W. G. Chandler.....	One Kerosene Outfit
W. N. Daniel.....	One Lubricating Outfit
G. K. Liverzey.....	One Lubricating Outfit

—A. W. DORSCH.



SOME CLASS.



An interesting little Bowser party in Iowa, consisting of Mr. and Mrs. Noal Mattingly, and Mr. Geo. P. Dickey and family. What do you think of Noal's new Cadillac coupe? Some class, we say.

Mr. B. F. Sias has been suffering from a sceptic finger. At one time it appeared absolutely necessary to amputate—not only the finger but Mr. Sias' entire arm. However, according to Albany's last report of this salesman's condition reads "much better"—Mr. Sias may escape without any operation.

THE ALL LINE MEN in Atlanta selling S. F. Bowser & Company's entire product are Mr. H. T. Purdy, Mr. S. C. Klein, Mr. M. A. Ashley, Mr. J. J. Cline, Mr. L. W. Crow, Mr. D. S. McRae, Mr. O. P. Harrison.

Mr. R. H. Sherlock is winning distinction for himself and honor for Chicago this year as usual. Mr. Sherlock is one of the firm's "SAFE REPEAT" Pacemakers.

Mr. W. C. Smith of San Francisco is to be congratulated on his April business. His orders for that month netted him 130 points.

PEANUT OIL.

An analysis has been made by our laboratories of Peanut Oil, and it has been found that this oil can be satisfactorily handled in our Standard Cooking Oil Outfits.

The production of peanuts is increasing at a very rapid rate. This opens a very profitable field for southern salesmen, particularly as there are a number of sections where the cultivation and sale of peanuts for oil is tremendous at the present time.

Bear this in mind and take advantage of opportunities for the sale of peanut oil outfits—Cuts 57 and 58.

ASK THE MAN WHO OWNS ONE.

Our Mr. L. T. Rand of Albany, in calling on a prospect in Maine, discovered four competitive salesmen had preceded him in getting in their bids. Mr. Rand figuratively took off his coat and rolled up his sleeves—the better to "go to it" in the proper spirit.

"I'll not give you my decision in this matter," said the prospect after hearing Mr. Rand out. "You see a friend of mine a little north of here bought some of Bowser's outfits a while back, and I'm going to have a talk with him before I make up my mind."

"Well!" said Mr. Rand with a radiant smile, "Well, all right, sir! And good day, sir. Will call next week."

There's nothing more to tell, of course. All Bowser users are Bowser Boosters, and the friend of Mr. Rand's prospect was one, too, because when Mr. Rand called "next week" as he promised—why the name just wrote itself out on the dotted line.

We have just learned that Mr. C. R. Ward of St. Louis was married last April. We extend our congratulations to both the bride and groom. Mr. Ward's business, which has been exceptionally good heretofore, will undoubtedly be even better under the new partnership.

Mr. E. E. Maxwell is a successful St. Louis representative. He has purchased a Ford, and expects to make the Club much sooner with its assistance. Mr. Maxwell is "thoroughly Bowserized" and is giving a good account of himself in his territory.

At the present writing Mr. Deniver Moore is leading the Louisville bunch by a comfortable majority. From the amount of business he has sent in during the past month it looks very much as if Louisville's next Director would be Mr. Moore.

Mr. D. W. Darden of the Wahsington Office has the reputation of being a "close territory worker." This accounts undoubtedly for his acquiring and maintaining the position of honor he holds on his District's List of High Men.

Mr. C. B. Brenner of the Canadian organization is selling a Lubricating Oil Outfit now and then. You are on your way to success, Mr. Brenner when you interest Bowser prospects in this equipment.

Mr. C. M. Hunter and C. E. Saunders have both done an excellent business for the Atlanta District this month along Kerosene, Lubricating and Paint Oil Lines

Mr. S. J. Redford of the Memphis Office has been transferred to Louisville.



STANDING OF FORTY HIGH MEN

MAY 25, 1917

1. E. L. Milliron	Harrisburg	21. S. F. Taylor	Albany
2. W. V. Crandall	Denver	22. R. D. Ekeberger	Memphis
3. K. F. Hessenmueller	Harrisburg	23. A. G. Hartgen	Harrisburg
4. W. B. Stamford	Harrisburg	24. R. L. Matthews	Dallas
5. N. Mattingly	Denver	25. J. F. Vonderembse	Denver
6. C. R. Eggleston	Albany	26. J. J. Connelly	Chicago
7. G. W. Scott	New York	27. W. A. Armstrong	Michigan
8. E. R. Bird	San Francisco	28. W. B. Offerle	Harrisburg
9. N. Paquette	Toronto	29. C. M. Frederickss	St. Louis
10. R. Coddington	Denver	30. H. Gunn	Dallas
11. W. C. Halsey	Albany	31. T. L. Smith	Dallas
12. J. R. Sibley	New York	32. P. W. Lawther	Dallas
13. J. G. Phipps	Ohio	33. C. A. Weego	Chicago
14. B. A. Deffler	Chicago	34. L. C. Tanner	Dallas
15. G. P. Dickey	St. Louis	35. H. Dalgaard	New York
16. R. W. Jewel	Denver	36. W. C. Sutton	Indiana
17. H. A. Vortigern	Harrisburg	37. J. T. Gibbons	Washington
18. F. H. Peoples	New York	38. J. J. Manning	Chicago
19. J. A. S. Meyer	Memphis	39. J. M. Prigg	Harrisburg
20. R. D. Leonard	Harrisburg	40. W. S. Row	Memphis

District Office Quota Standing 20th Week Ending May 26

DIVISION "A"

1. Dallas	B. L. Prince, Manager
2. St. Louis	L. E. Porter, Manager
3. Albany	W. M. Mann, Manager
4. Harrisburg	H. C. Storr, Manager
5. Toronto	
6. Chicago	T. D. Kingsley, Manager
7. San Francisco	D. S. Johnson, Manager
8. Atlanta	H. C. Carpenter, Manager

DIVISION "B"

1. Ohio	I. L. Walker, Manager
2. Memphis	H. W. Brown, Manager
3. Denver	C. C. Barnett, Manager
4. Michigan	A. S. Bowser, Manager
5. New York	C. H. Davies, Acting Manager
6. Washington	A. W. Dorsch, Manager
7. Indiana	J. W. Burrows, Manager
8. Louisville	R. E. Fleming, Manager

District Office Lubricating Standing, May 29, 1917

1. DALLAS	5. SAN FRANCISCO	9. NEW YORK	13. MICHIGAN
2. ST. LOUIS	6. OHIO	10. INDIANA	14. TORONTO
3. CHICAGO	7. WASHINGTON	11. MEMPHIS	15. ATLANTA
4. DENVER	8. ALBANY	12. HARRISBURG	16. LOUISVILLE



This Stops This

Visualize this argument and pass it on to your prospects. The Cut 154 is needed wherever lubricating oil is used, and it's a Big Point Getter.

THINK ABOUT THIS!



CO-OPERATION

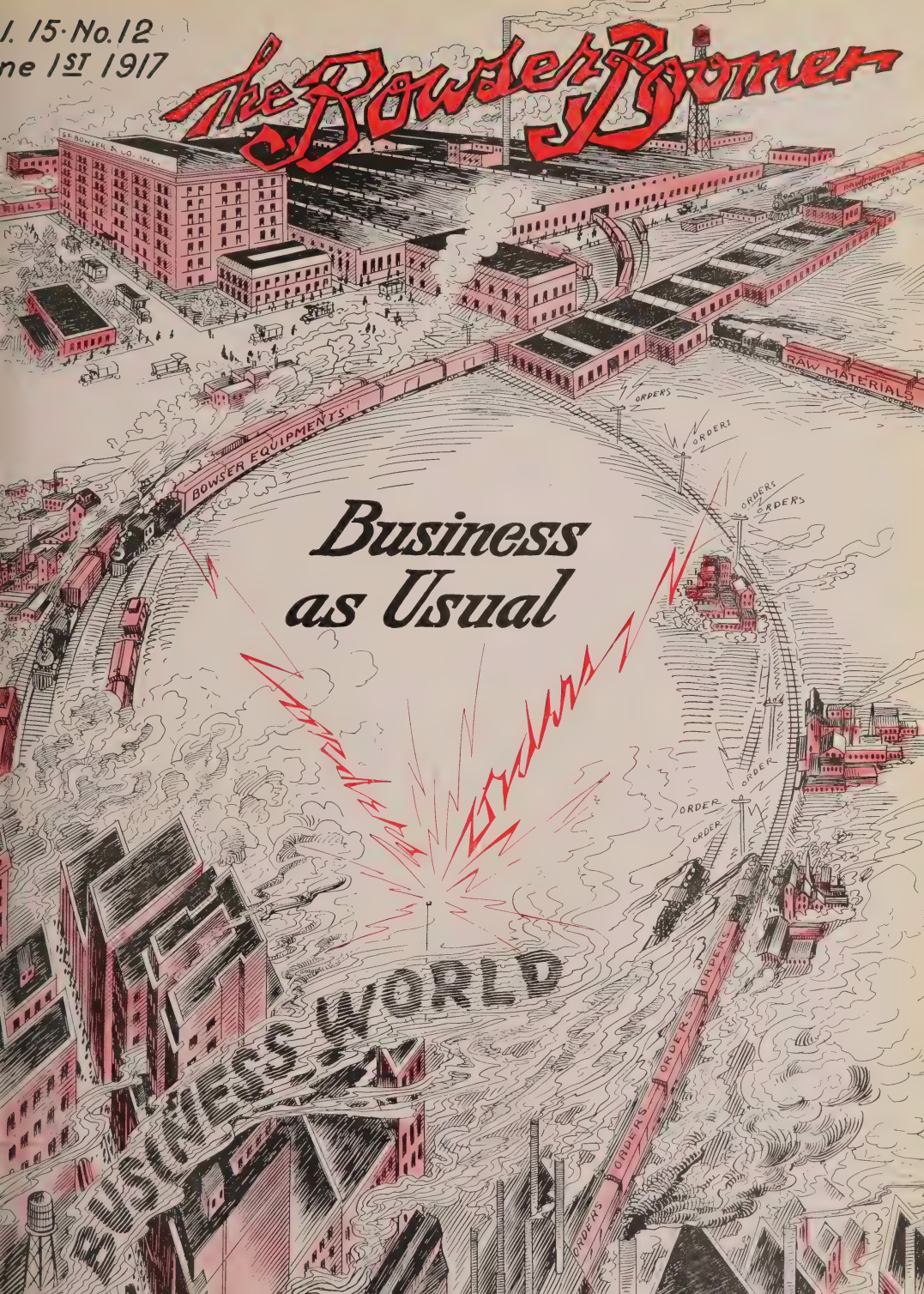
BOWSER

SERVICE

Vol. 15, No. 12
December 1st 1917

The Powder Puff

*Business
as Usual*





STANDING OF FORTY HIGH MEN

JUNE 11, 1917

1. W. V. Crandall.....	Denver	21. R. D. Ekeberger.....	Memphis
2. E. L. Milliron.....	Harrisburg	22. A. G. Hartgen.....	Harrisburg
3. K. F. Hessenmueller.....	Harrisburg	23. R. D. Leonard.....	Harrisburg
4. W. B. Stanford.....	Harrisburg	24. J. F. Vonderembse.....	Denver
5. N. Mattingly.....	Denver	25. S. F. Taylor.....	Albany
6. G. W. Scott.....	New York	26. R. L. Matthews.....	Dallas
7. C. R. Eggleston.....	Albany	27. W. C. Sutton.....	Indiana
8. R. Coddington.....	Denver	28. J. J. Manning.....	Chicago
9. R. W. Jewel.....	Denver	29. W. B. Offerle.....	Harrisburg
10. G. P. Dickey.....	St. Louis	30. W. A. Armstrong.....	Michigan
11. E. R. Bird.....	San Francisco	31. C. A. Weego.....	Chicago
12. J. J. Connelly.....	Chicago	32. H. Dalgaard.....	New York
13. J. R. Sibley.....	New York	33. C. M. Fredericks.....	St. Louis
14. N. Paquette.....	Toronto	34. E. L. Viers.....	San Francisco
15. J. G. Phipps.....	Ohio	35. C. J. Rogers.....	Chicago
16. B. A. Deffler.....	Chicago	36. H. Gunn.....	Dallas
17. H. A. Vortigern.....	Harrisburg	37. T. L. Smith.....	Dallas
18. W. C. Halsey.....	Albany	38. W. B. Jameson.....	San Francisco
19. J. A. S. Meyer.....	Memphis	39. G. A. McCurdy.....	Michigan
20. F. H. Peeples.....	New York	40. J. M. Prigg.....	Harrisburg

District Office Quota Standing 22nd Week Ending June 9

DIVISION "A"

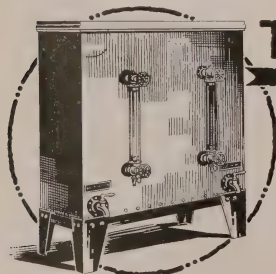
1. Dallas.....	B. L. Prince, Manager
2. St. Louis.....	L. E. Porter, Manager
3. Albany.....	W. M. Mann, Manager
4. Harrisburg.....	H. C. Storr, Manager
5. Toronto.....	
6. Chicago.....	T. D. Kingsley, Manager
7. San Francisco.....	D. S. Johnson, Manager
8. Atlanta.....	H. C. Carpenter, Manager

DIVISION "B"

1. Ohio.....	I. L. Walker, Manager
2. Memphis.....	H. W. Brown, Manager
3. Denver.....	C. C. Barnett, Manager
4. Michigan.....	A. S. Bowser, Manager
5. New York.....	C. H. Davies, Acting Manager
6. Washington.....	A. W. Dorsch, Manager
7. Indiana.....	J. W. Burrows, Manager
8. Louisville.....	R. E. Fleming, Manager

District Office Lubricating Standing, May 29, 1917

1. DALLAS	5. SAN FRANCISCO	9. NEW YORK	13. MICHIGAN
2. ST. LOUIS	6. OHIO	10. INDIANA	14. TORONTO
3. CHICAGO	7. WASHINGTON	11. MEMPHIS	15. ATLANTA
4. DENVER	8. ALBANY	12. HARRISBURG	16. LOUISVILLE



THIS STOPS THIS

SUCH extravagance as disposing of used lubricating oil by throwing it into the furnace is almost unbelievable, yet it happens every day. It is your duty as an oil storage and handling expert to enlighten the people in your territory and explain to them how the 7F will save this oil for reuse many times over. By doing this you will help conserve the oil supply, save money for your customer and gain many an extra point.





The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV

JUNE 1, 1917

No. 12



WHAT I SAW AND LEARNED AT THE FACTORY

(By H. W. Brown)

It is human nature for each man to think he has the hardest job. Each salesman thinks the salesman's lot harder than that of any other in the Organization. I thought the lot of District Manager the hardest of all—but during the last week I have learned that every man has his troubles. That what counts most is the way each man meets the obstacles that confront him.

Last week I spent at the Factory. I never saw such activity before. I saw two machines at work where one had been before. I saw a factory enormously increased in floor space. I saw a factory running night and day. I saw a splendid stock of tanks of all kinds and sizes in the warehouse ready to ship. I saw great stacks of galvanized steel to be used for the tanks on your future orders. I saw great artificial dry rooms where a steady heat of 115 degrees is constantly maintained which dries the paint on all pumps three times quicker and better than before. I saw castings of pump parts coming from the foundry at the rate of twenty to twenty-one tons per day where less than sixty days ago, eight to nine tons was a maximum output. I saw an army of enthusiastic workmen each doing his best to turn out more work each day than he did the day before. I saw freight car after freight car leave

the warehouse each day loaded with outfits for the waiting customers and impatient salesmen.

I saw orders received and assigned an invoice number in the order in which they were received. I saw a card made up for each order bearing that invoice number—showing the customer's name, and the style, kind and size of outfit sold—which was then given to the man having charge of shipments, not to the shipping clerk, but to an assistant to the Assistant General Manager, who directs all the shipments. On this card the salesman's name is omitted—no preferences are shown—each order takes its turn.

These times are what try men's souls—they are the unforeseen tests. It is the ordeal of fire. The man that is faithful, the man that is loyal and true, the man that stands by the guns and fights to the end will not lose. He will have nothing to regret. Now is when a man's record counts.

And this is the message I bring to you. It comes from the executives—it comes from the men in the shops: "Tell the boys in the field to keep up the fight—we are with them, the victory is in sight, OLD QUOTA will take the count and every dollar of business will be shipped."

Surely, men, with such co-operation as this, we cannot fail to fight the harder. You will. Do not lose a day. Protect your Customers. Tell them to buy now—specify on your orders "Ship within eight weeks," as heretofore, and we will soon be able to surprise them by shipping more promptly.

I thank you for and greatly appreciate the nice business sent in during my visit at the factory. Each order looked like a letter from home—and I'm proud to tell you that the record of the Memphis Organization was spoken of highly.

Let us renew our courage. Let us fight a bigger fight for a bigger, broader Memphis.

United, we stand; divided, we fall.

H. W. BROWN, District Manager.





MR. J. W. RUNYAN ILL.

Mr. J. W. Runyan, who works territory in and around Philadelphia, has been seriously ill for several weeks. Mr. Runyan was stricken with an attack of appendicitis. He rallied from this only to be threatened with typhoid fever. Although in a very critical condition at the present time, he is slowly fighting his way back to health.

Mr. Runyan, our best hopes are extended to you for a complete recovery of your health, and that you may soon be able to again take up your labors for the Bowser Organization.



THANKS

Mr. Runyan wishes to thank the Pacemakers' Club, through the Boomer, for the lovely American Beauty roses they so thoughtfully sent him during his illness.

Mr. W. W. Ince, our Dallas Business Getter, is riding for the altitudes of Big Producing this year. Watch "Bill" and see what office he wins for 1918.

Mr. S. W. Silsbee, of New York, one of that Office's most dependable men, is doing very well in his territory. We congratulate you, Mr. Silsbee, on your work.

Mr. C. O. Hottel is in fine fettle this year. He is working out of the San Francisco District and proving himself to be the high grade salesman he is. Best wishes, Mr. Hottel.

Mr. G. W. Scott, of New York, is doing a very creditable business this year. His average is rapidly mounting toward the required five hundred point standing. See you later in person, Mr. Scott.

Mr. H. J. Jeavons, of Toronto, is speeding up for the Home Run. He finds his knowledge of mechanics a great help to him in giving his customers (old and new) information that will aid them in obtaining the very best service from their Bowser outfits.

Mr. W. J. O'Brien is attending to business for the Albany District these days. He secured orders for a 10-barrel Cut 102, three Cut 63's, and two kerosene outfits a short time ago. That's "hitting 'em up" Mr. O'Brien. You've struck your gait for the Home Stretch.

Mr. A. DePlace, of Albany, is doing a good business this month.

Mr. W. A. Armstrong, Mr. F. P. Brandt and Mr. C. A. Matthison have kept the Michigan District moving toward glory these last few weeks.

Messrs. H. L. Brown, A. L. Corbin, H. J. Fite, J. S. Carrington, and W. A. Billings, Washington High Men, have all been closing an exceptionally good business and for this reason their names stand on the Honor Roll of their District.

Mr. W. Duffield, of Harrisburg, is doing well this year. He is to be complimented on his sales methods. Mr. Duffield believes in selling prospects on the first call, and he sells 'em that way, too.

Mr. H. A. Towne, who has been working in the Chicago District for but a few weeks, has already demonstrated that he can sell the Bowser line. Mr. Towne has the Club on his mind continually, and he is after the honor of being a first year Prize Winner. With such a resolve under your hat, Mr. Towne, we know you can take train for Fort Wayne in January. Good luck. Our best wishes are with you.

Mr. W. H. Ladd, who has the reputation of being one of the first salesmen to represent S. F. Bowser & Company, Inc., in New York State, is going after business this month in old time form. Mr. Ladd knows the garage line in his District, and he is profiting these days accordingly.

Mr. J. A. Grannis is working his territory out of the New York Office carefully and rapidly. It is Mr. Grannis' desire to give all his prospects an opportunity to benefit by purchasing equipment at the present time. We can say this, Mr. Grannis, you have the right idea down pat. You are selling along splendid lines.

THREE HIGH ST. LOUIS MEN IN LUBRICATING BUSINESS

C. H. Pridey.

W. H. Johnson.

G. P. Dickey.

It is a notable fact that Mr. Pridey and Mr. Johnson were schooled in our line together during the week of February 19th and did not take up the work in their territories until February 26th. This makes the above record a matter of eleven weeks' achievement.

It is also notable that whatever comparison is drawn the name, G. P. Dickey, is sure to appear.

Now these men are not wizards. They are just good salesmen who WORK under a conviction that Lubricating Tanks are as necessary on the market as Gasoline Tanks—and by making an effort they sell this equipment.



RECENT PROMOTIONS



MR. F. O. SALLEE



MR. W. D. ALLEMAN



MR. R. G. CONKLIN

Three well known Bowser employees who have recently received promotions are Mr. F. O. Sallee, Mr. W. D. Alleman and Mr. R. G. Conklin.

Mr. Sallee, who was formerly connected with the Louisville Office, under Mr. A. D. Carriger, is now assistant to Mr. A. S. Bowser, Michigan District Manager.

Mr. Alleman was recently promoted to assistant to Mr. I. L. Walker, Ohio District Manager. He has served for the past five or six years as special representative.

Mr. Conklin, who was formerly connected with the Central Sales Department under Mr. J. G. Rodman, has been promoted to the position of assistant to Mr. J. W. Burrows, Indiana District Manager.

The Boomer congratulates these gentlemen and extends best wishes for their continued success.

—Reprint from Bowser Booster, June, 1917.

Mr. A. G. Hartgen is doing his usual best for Harrisburg. Mr. Hartgen is an exceptional salesman and student. He has worked his way up in the Bowser business with great success. We are proud of Mr. Hartgen's record, and want to meet him personally next January.

Mr. E. F. English is a San Francisco man. He is a forceful salesman and has the "makings" of a big producer. Mr. English is a high grade specialty representative. We want to meet him at the Convention in January.

Mr. J. B. Hagaman, of Michigan, is entitled to honorable mention on the fine lot of orders he secured last month. Mr. Hagaman has adopted the "Business as usual—only more of it" slogan as his motto, and he is certainly following out the policy of the day.

Mr. F. C. Rice, a comparatively new man in Chicago, has a reputation of being able to secure full cash with many of his orders. He also sells high grade equipment, and has done especially well in the kerosene line.

Mr. J. L. McMorris, who has been with the Chicago District for several years is likely to register as a Pacemaker in January. We shall be glad to meet you, Mr. McMorris. Our best wishes for your success are herewith extended.

Mr. A. J. Kowalewski loves the Lubricating Oil Line manufactured by our Company. So far this year he has sold a large number of outfits. This is a remarkable record for a new representative. Chicago may well be proud of Mr. Kowalewski.

Mr. R. J. Goodman won the distinction of being classed as a "Flying Four" man shortly ago. Mr. Goodman is rustling around for orders with a great display of ambition and Michigan prophesies this salesman will be one of the noted guests at the Anthony next winter.

Mr. J. P. Shannon works in Chicago. He handles the apartment house garage business on the north side of the city. We understand that Mr. Shannon is one of the hardest workers in his District, and that he has as a consequence been very successful in closing a nice business this year.

Mr. P. M. Miller is really an a. m. salesman, Saturdays, included. He works under the direction of the Chicago Office, and from what we have learned of Mr. Miller, we very much expect to meet him at the Anthony Hotel in our little city. When? Why, during the Big Convention, of course.

Mr. F. R. Smalley of Chicago, who took up the Bowser line last fall without any previous experience in salesmanship has a big total of points of business to his credit at this writing. He has sold many lubricating outfits this year, and is sure to be a Pacemaker for 1917. Mr. Smalley is one of Mr. Kingsley's consistent business producers.

MRS. C. C. FREDERICKS INJURED.

Mrs. C. C. Fredericks, wife of Mr. C. C. Fredericks, Head Representative of the Bowser Railroad Sales Division, was seriously hurt in an automobile accident Tuesday, June 12. Mrs. Fredericks was driving with her father, Mr. C. S. Huston, near Gilman, Iowa, when her car struck a rut in the roadbed and catapulted. Mrs. Fredericks was pinned beneath the machine. Her father was killed.

From recent reports we are glad to learn that Mrs. Fredericks is recovering. The sympathy of the entire organization is extended to Mr. and Mrs. Fredericks.





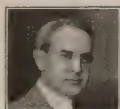
Coast to Coast Survey by our Sales Generals



Now, Boys, it is up to you to sell the line **RIGHT**. Sell your customers on delivery, and have it fully understood that the goods will be shipped exactly as speci-



fied on the original and customer's copy of the order. Follow the orders given you—show in other words that you are **Salesman**.
E. M. SAVERCOOL,
Gen. Sales Mgr.



Take off your coat! Roll up your sleeves! You are a partner in the biggest and best business on earth, and as such you should work harder, secure more business and become a bigger, better, broader man.

J. G. RODMAN, Central Manager.

Think Lubricating Oil Outfits. Talk Them, **Sell Them!** Get behind this proposition—scatter the equipment all over your territory. **Bowserize** the handling of Lubricating Oil in your District. You can make this equipment exactly as standard as a gasoline pump.

D. S. JOHNSON, Western Manager.



Constant self-examination is necessary to success. Gravity bows the body, and the daily grind of living drains the spirit. Quite unconsciously we physically stoop as we walk—and quite unconsciously too we let up in our business activities. See how erectly you stand; see how energetically you work. Watch yourself, and regulate your life accordingly.

R. S. COLWELL,
Eastern Manager.

In selling equipment it is advantageous to use a lead pencil. "Figures don't lie." Tangible evidence in black and white convinces the average prospect he can pay for and profit by the purchase of a Bowser Outfit. Increase your chances of securing orders by helping your would-be customer see Bowser facts on paper.

TORONTO DISTRICT.

How far ahead do you plan your business-getting efforts? Are you taking business as it comes, or are you laying pipe for future development on a much bigger scale?



L. P. MURRAY,
Mid-Western Manager.

Mr. I. M. Camden, of East Ohio, has been on the sick list for a month. He is back on the road though now and we want all you fellows to watch Ohio give her Quota the swift knockout.

Mr. L. B. Gilbertson is one of the San Francisco "Comers" we expect to meet in 1918. Mr. Gilbertson is a good producer and a willing worker. You all know that means success.

Mr. R. S. Gilchrist has proved himself to be an efficient salesman this spring. Toronto depends upon just such men as Mr. Gilchrist to carry on the business of the District.

On June 2nd, Mr. Lehnerr—a new man in St. Louis District—secured an f. c. w. o. order for \$200. Mr. Lehnerr has proved are no hoodoos connected with Saturday business.



More Gar-
rison in-
fines! More
Gains! Old
King Quota
keeps fail-
ing off his
perch from
shock lately
out our way.
s we've got him.
Power to you,
et that Kerosene
at Oil Business.
ou can.

BARNET,
District Manager.



Everytime
you sell a
gasoline
tank to go
in front of
a garage or
store you
should en-
deavor to
sell one or
more Cut 63's, and when
this cannot be done, sell
the Cut 154.

R. E. FLEMING,
District Manager.

Every man
a Pacemaker
Early is
becoming
more of a
certainty
every day in
Dallas. The
boys in this
District are
nearly all ready for the
Convention. Those few
who are a little behind
are making such steady
gains they will be under
the wire soon.

E. L. PRINCE,
District Manager.



We want
to become
Leaders! To
do this every
Atlanta
must shift
into
High Speed
and keep her
there—pay-
ing no attention to speed
limits. You must
cue. Go to it!

H. C. CARPENTER,
District Manager.



Make the month
of June your
banner month; make it
the best ever.
There is no dis-
counting the fact
that the other Dis-
tricts are "going
some." Regardless
of that fact, though,
are going to win out in abil-
ity and work. Every man is go-
ing to do his best—make himself
Specialty Salesman.

A. W. DORSCH, Dist. Mgr.

Albany
vowed, Jan-
uary 1, 1917,
to make the
New Year a
Do Year.
And, it is
more than
apparent by
our records
that we are ac-
ing our purpose.
V. M. MANN,
District Manager.



Work all lines in
Each county of your
territory. Give par-
ticular attention to
Lubricating, Paint
Oil, Kerosene, Dry
Cleaning and Fil-
tration. Sell 7 F
Filters. Dig into
the Power Plant
and Factory Busi-
ness. Every man in this District
can go to Fort Wayne as a Pace-
maker in 1918.

T. D. KINGSLEY,
District Manager.



We want
that Cup.
We are fight-
ing for it.
We are go-
ing to get
it. No race
of the Hare
and Tortoise
for Ohio.

I. L. WALKER,
District Manager.



Our slogan:
Hold the
CUP for
Harrisburg!
Every
man a Pace-
maker early.
We win—
for Harris-
burg!

H. C. STORR,
District Manager.



Get busy,
boys! there's
lots of good
business for
you in every
one of your terri-
tories, and
you are go-
ing to get
it.

J. W. BURROWS,
District Manager.

C. H. DAVIES,
Acting District Manager.



Every citizen of
this grand nation
of ours is urged
to do his bit dur-
ing the present
crisis. Your big-
gest opportunity
lies in spreading
the gospel of op-
timism among the
people of your territory. Sug-
gest by keeping posted the many
ways by which they can improve
their business and keep currency
and prosperity moving. You
have an opportunity to do more
than be mere salesmen.

H. W. BROWN,
District Manager.



Concentrate on
your work! Di-
versify your busi-
ness.
L. E. PORTER,
District Manager.



Defined salesmanship is "Knowl-
edge of your line properly ap-
plied." So just keep wise, Boys,
and stay on the job.

A. S. BOWSER,
District Manager.

T. C. Potts caught a
"ber" recently which
d over \$11,000. Some
or the beginning of the
season.

Mr. F. M. Fishbaugh gets
the name on the dotted line
through closest attention to
his work and through untir-
ing study of the line manu-
factured by the S. F. Bowser
Company. Mr. Fishbaugh is
a "Harrisburg Dependable."

Mr. H. W. Bell, formerly
canvassing territory under
the direction of the Washing-
ton Branch Office, com-
menced work last week for
the Ohio District. Welcome
to your new territory, Mr.
Bell.

Mr. S. S. Haw, our Chicago
representative, is on the job
this spring, steadily produc-
ing a consistent business and
getting there in his own sys-
tematic way. Mr. Haw is
succeeding in keeping "Chi-
cago on the map."





A LETTER OF APPRECIATION.

We reproduce herewith a letter received recently from Mr. W. E. Davis of Burket, Indiana. The postscript of this letter is a very fine tribute of one man's appreciation of another's success.

Burket, Ind., May 17, 1917.

S. F. Bowser & Company,
Fort Wayne, Ind.,

Dear Sirs:—

Thank you for your prompt reply to my letter of inquiry and I appreciate very much your offer to forward at once the underground tank and fittings and trust you will do so with no delay.

It will be an advantage to us to have it now just for the reason that you suggest—we can arrange the cement work about the plant if we know just what it will occupy.

Please do not forget to change the order for the tank as we instructed in a former letter—we want the next size larger and will send you a check for the difference upon receipt of invoice.

Thanking you for the kindness shown and feeling assured that we will be pleased with the outfit, I remain

Sincerely,

W. E. DAVIS.

P. S. It may be of interest to Mr. Bowser to remember that I was one of the FIRST PURCHASERS of his oil pump.

One very cold morning of the winter of 1885 he boarded a Nickle Plate local freight train out of Fort Wayne at 5:30 a. m., and came to Burket with a dilapidated handbag containing a pair of snips, a wrench and a screw driver and asked to place one of his oil pumps in my oil tank. I told him to go ahead and he cut a round hole in the tank cover and attached the pump and made his charge, which was \$5.00, and boarded the returning local freight for Fort Wayne, saying that he was well pleased with his day's work.

Well, "the world do move," and I am glad of it.

Mr. Austin Hughes is a Dallas Honor Man.

Mr. M. A. DeSouza is helping to keep Harrisburg on the map this year.

Mr. R. L. (Uncle Bob) Matthews has the drop on the Dallas crowd at this writing. He is leading his district.

Mr. A. C. Van Auker is doing a good business in Chicago this year. We shall be glad to meet you, Mr. Van Auker in January.

One day last week Mr. Lee Kuhn of Memphis sold eight, e-i-g-h-t (8) Cut 64 outfits. The selling of Lubricating Outfits is getting to be a daily occurrence with this gentleman. (Did you ever hear of the like? Eight in one day!)

Mr. H. A. Stitzel of Chicago is credited with the sale of sixteen lubricating outfits. Mr. Stitzel has a nice total of points to his credit and he is going to make the Club this year. He, with the other Chicago boys, is certainly bound to win honors in 1917.

Mr. R. W. Maxey, who canvasses territory under the direction of the Memphis Office, sold four ten-barrel Cut 241 outfits during the second week of May. Quite a profitable habit you have acquired, Mr. Maxey. Congratulations.



Mr. R. E. Tomlinson has been knocking out the Dallas Quota vigorously of late. He is an eight-time repeater on that District's List of 100 Per Cent. Quota Men.

Messrs. Gam Anderson, H. M. Tunstall, R. C. Foster, G. B. Doyle, and T. G. Dabney must begin to consult time-tables for Fort Wayne trains. S. F. Bowser & Company expect to welcome these representatives in Fort Wayne in about seven more months. It is an understood fact that all Dallas salesmen are going to be Pacemakers.

MR. H. F. BABBITT ILL.

Mr. H. F. Babbitt of the New York Sales Force has been confined at the German Hospital in Philadelphia for some time owing to a serious case of blood poisoning. Mr. Babbitt is now recovering but it will probably be a couple of weeks at the least before he is able to leave the hospital and return to work.



BOWSERBOOMER

BOWSER PAINT OIL EQUIPMENT.

A salesman in the Chicago District approached a manufacturing concern a short time ago and submitted a proposition for equipment to handle kerosene, alcohol, benzine and other liquids used by that company. The Oil Room of this firm was a mess—measures scattered here and there. Drip pans underneath faucets contained more or less oil which was nothing more than customer's money. Besides this condition think of the danger of handling oils in this manner. Our salesman began to follow the proposition persistently. He **KNOWS** the great saving Bowser equipment effects. He worked on the proposition hard.

Finally he secured from the superintendent the approximate amount of each oil used by this firm monthly; then made an analysis on a Bowser Data Sheet, taking into consideration the losses which were admitted by the superintendent and others connected with the firm. A few days later he presented the Data Sheet nicely prepared—and a few days after that HE **SECURED AN ORDER FOR SEVEN OUTFITS.**

Now this firm did not admit losses possible under each heading in Comparison of Methods in Data Sheet, but the losses they recognized for one year amounted to a little more than the cost of the equipment. They were astonished when the facts were presented to them, and **THEY WERE ACTUAL FACTS,** boys, and this firm did not hesitate one minute to place their order for Bowser equipment.

They further agreed there is a great loss of time in transferring oil from a barrel to a faucet tank. They realized that when oil is handled in this manner there is a certain percentage left in every barrel. They knew there was loss from cans and measures running over. And they understood that there is considerable evaporation when oils are not handled in evaporation-proof outfits.

Are you giving the Paint Oil Line attention? Do you realize the value of your paint oil data sheet? There are many concerns and factories in each territory in this district where you will find conditions the same as mentioned above, and an analysis of the oil business of any firm, where oil is not handled properly will result sooner or later in splendid orders for you.

—T. D. KINGSLEY.

Last month Mr. Frank W. Strout succeeded in closing a nice factory order specifying three large capacity Cut 31 outfits for rubber cement.

Mr. J. B. McPherson is sending in some splendid business this month. Louisville expects to be represented in Fort Wayne next January by Mr. McPherson.

Mr. C. A. Page of Albany closed a fine business a short time ago including three filling station orders and a 10-barrel Cut 125. The ground must be thawing in Maine.

Mr. J. E. McClanahan of Louisville believes more in being an **ALL LINE** salesman than in being a mere gasoline tank salesman. He "hits the trail" like an old timer.

Mr. H. T. Eggleston of Memphis sold five two-barrel Cut 64 equipments with accessories last month. Mr. Eggleston never overlooks any part of the Bowser line—he sells it **ALL.**

Mr. E. P. Walker of Memphis, who has been sick the greater part of this year is **ALL RIGHT** now. Somebody slow him down a bit—the Home Office can't keep track of his orders.

Mr. Claude Bennett of the Dallas District, is one of the men we expect to meet in January. Mr. Bennett is doing a good business and working toward gaining his Pacemaker Membership every day.

Mr. G. W. Elliott is in the limelight right now with orders to his credit for two Red Sentries, and two Cut 63 equipments. All the boys from Albany are on their way to the Convention all right!

One week last May the returns from private garage orders alone paid all the expenses of a number of Albany salesmen. Among the list of these successful representatives were Messrs. E. W. Adams, S. A. Collins, M. D. Keefe, and C. B. Merrill.

Mr. W. V. Crahdall, Mr. N. Mattingly and R. W. Jewel were the three big producers in Denver for the third week in May. Mr. R. Coddington and J. F. Vonderembe are so close to these gentlemen, however, that their positions are rather uncomfortable.

Mr. A. W. Foster of the Louisville District is a firm believer in broader business building. As a result of his efforts he won first prize in the K. L. P. Contest held in his District. Mr. Foster lead the Louisville bunch in the number of kerosene outfits sold.

Mr. F. R. Heck of the Indiana District, who has been with us but a few weeks, sold fifteen points of business a short time ago. Mr. Heck is working the Richmond territory, and he has already more than demonstrated his ability to handle our line. We are confident Mr. Heck will develop into a high grade salesman.

CO-OPERATION

BOWSER

SERVICE

**MR. J. J. MACK CAUGHT IN FOREST FIRE.**

On May 17th Mr. J. J. Mack of the Harrisburg District nearly lost his life in a forest fire. While walking over the mountains from Good Springs to Valley View Mr. Mack was caught in the fire—twice overcome by rolling clouds of smoke and most painfully burned about the feet and ankles. Mr. Mack was on his way to meet a prospect in Valley View. In some manner he reached a clearing and from there managed to hobble to his destination.

Once in Valley View Mr. Mack made immediately for a doctor. There, much bebandaged and somewhat relieved, Mr. Mack began to talk Bowser. He sold his doctor a Cut 241, and after being taken to his hotel he called his customer by phone. An hour later, having prevailed upon his prospect to call upon him in his hotel, Mr. Mack sold another Cut 241 equipment.

Mr. Storr wrote us in this fashion: "If cold feet make failures of men, hot feet surely make successes out of them." When we consider Mr. Mack's case, we have to agree with Mr. Storr.

Mr. L. L. Patterson sent an envelope full of orders to the Memphis Office the other day.

Mr. F. H. Peeples and Mr. H. Dalggaard of the New York Office have nearly achieved Pacemaker Memberships.

Mr. F. E. Bragg of Chicago—have you still in your possession the "Red Streak" you used to Bowserize your District with? We understand it is a Ford, and that accounts for part of your success.

The first day "Nod" Brown took the road he sold a Cut 101 outfit. That was three years ago—but Nod hasn't slowed up once since then. Dallas has a good salesman in Mr. Brown, and we guess Dallas knows it.

Mr. S. J. Williams, a new Indiana representative, has been doing exceptional work ever since he entered the employ of the Company March 26 of this year. Mr. Williams has produced as much business so far as many of our older and more experienced salesmen.

Mr. G. E. Bowen of the Chicago District has been with the Company since 1913. He is one of that Office's most dependable men, and one of their most consistent producers. We expect to meet Mr. Bowen in Fort Wayne seven months from now.

HELPED UNCLE SAM REGISTRATION DAY

MISS ELEANORE ROBERTS



MISS GLADYS NEASEL

**THE RED SENTRY CROSS
BOTH ON THE JOB**

Miss Eleanore Roberts, of the Card Department, and Miss Gladys Neasel, who helps get out the Boomer each month, took a day off to assist at the registration booth, Tuesday, June 5th.

—Reprint from Bowser Booster, June, 1917.

Mr. G. W. Bigelow, according to an old account, is "one man in the Company who can tell every bolt and screw in all the equipments manufactured." Same Old Bigelow today. He don't slip on knowing his line and that is why he is, and was, and will be, a good producer. G. W. is a San Francisco man.

In glancing over Mr. J. J. Behen's records we learn he is "a busy bee gum-shoeing around and gathering money." While the figure of speech is rather mixed, the meaning is clear and appropriate. Mr. Behen is a worker and is gathering money at the present moment, just as the Chicago records claim.

Mr. Martin D. Keefe (whose name appeared May 12 at the head of Albany's Tenacious Ten) recently closed a week's business worthy of mention in the Boomer. Among his orders Mr. Keefe sold a 20-barrel Cut 102 outfit, two Red Sentries, one Cut 121 equipment with accessories, five Cut 63's, two 128's, and one Cut 125 outfit. Some Pacemaker points there, boys!



MR. J. D. GUMPPER

Mr. J. D. Gumpper recently completed twenty years of service with S. F. Bowser & Co., and also celebrated his sixty-ninth birthday. No man can appreciate the splendid growth of this institution more than "Jake" Gumpper, as he is known to his many friends.



On Sept. 5th, 1885, Mr. Gumpper, who then owned a grocery store on the corner of Brackenridge and Cal-

houn Sts., purchased the first Bowser pump built, from Mr. S. F. Bowser. He was so interested that finally in January, 1897, he gave up the grocery business to take up duties as a salesman. He has traveled practically all over the United States. However, most of his time has been spent in Northern Indiana. We might venture to say that every store-keeper in Northern Indiana knows Mr. Gumpper by his first name.

He has always been one of the top-notchers. To tell of the many prizes he has gained would take up too much space. However, back in 1910 before the Pacemakers' Club was instituted, when they had the Class System, it was necessary for the firm to make an extra class for Mr. Gumpper, on account of the extraordinary business he was securing at that time. He was also a Pacemaker the first two years of its existence.

In 1914 he suffered a serious accident, and later went to Florida where he domiciled for over a year. Since then, he has been in the office. Here he instructs the new salesmen on the selling points of Bowser equipment. Many of our best salesmen have had their first instruction from Mr. Gumpper.

He is specially noted for his geniality and good-heartedness. We congratulate Mr. Gumpper on his splendid record, and wish him the best of health and happiness for many years to come.

Mr. and Mrs. Gumpper live at 2218 S. Harrison St. They have one son, Mr. Harold Gumpper, who, like his father, is a salesman.

—Reprint from Bowser Booster, June, 1917.

Mr. Everett L. Thompson is an Albany "COMER." He recently sold a factory order for two ten-barrel Cut 115 outfits.

Mr. Wm. Seward, who works in the mountains of East Tennessee, under the Louisville Office, believes in securing more than a nice gasoline business, as his winning second prize in the Kerosene, Lubricating and Paint Oil Contest proves.

Mr. R. S. May of the Louisville District is one of that Office's prize winners in the K. L. P. Contest. Mr. May is very good at convincing the "Hill-Billies" the Bowser way is the surest way, the safest way, and the most economical way to handle oil.

Mr. J. F. Harriman, of Dallas, is the sort of Bowser representative who believes in the trinity of sales principles, Hand, Mouth, and Head Service. We might add that he believes in Heart Service as well, for his heart is certainly in his work, too. Our best wishes are extended to you, Mr. Harriman. We know you will make the Club.

Mr. G. A. McCurdy and Mr. P. Carlton are two Michigan men about ready to sweep under the wire to victory and honor. These two gentlemen are foremost in points of business and probably will be the first Michigan Pacemakers to do their District proud.

Mr. A. Laverty, of the Michigan Office, led the list of his District's "Flying Four" May 22nd. Mr. Laverty has been greatly handicapped all year because of illness in his family, but he expects to be on the job early and late for the balance of the year. His name is very likely to appear with frequency and regularity at the head of the Michigan District's Honor Roll.

Messrs. J. H. King, J. H. Quinn, E. Steinhauser, and D. W. Newland, of the Ohio District, have given attention to the sale of kerosene equipment this year. These gentlemen know kerosene is used by many people, and that any merchant who pretends to be well stocked MUST carry it.

Mr. J. F. Arnold was given territory in the San Francisco District two years ago because he was so insistent upon securing a traveling position the management decided that if he put as much effort into his canvassing as he did in going after his road position, he would surely be a success. And let us add—the management was right.

Mr. J. J. Cline has a method all his own when it comes to selling S. F. Bowser & Company's tanks. He sallies into a town, makes himself a good fellow generally, and then after he has everybody in the town lined up for business he hops to his sales arguments, and grabs orders to the left and right. Quite a system! Strategist Cline, we'll be glad to meet you in January. Bring all of the Atlanta Boys along with you when you come.

Practical Knowledge

is what counts. Education is a waste product unless put to a practical use. Many a college graduate, primed with "book larnin," is unable to earn a living because of inability to apply his knowledge to practical purposes. Only practice makes perfect. The young surgeon, just out of college, filled to the dome with knowledge of the latest methods and theories, is never your choice when an operation is necessary. You take the old practitioner, with his practical knowledge gained by experience, every time. The graduated dramatic student is side-tracked by the theatrical manager for the actor who has gained his knowledge of the art from experience. When you need a lawyer you always choose the man who has gained his knowledge by the experience of large and varied practice. Experience means many hard knocks, and only such hard knocks can drive home useful knowledge. This is the reason that the "boss" in every business house is constantly looking out for the employe who not only constantly seeks knowledge, but who actually gains it by contact with the hard knocks of every varied experience within reach, in the pursuit of the fulfillment of his daily duties.

Education is a splendid thing, but it must be augmented by experience, for real, dividend-paying, practical and durable knowledge always

Follows Experience

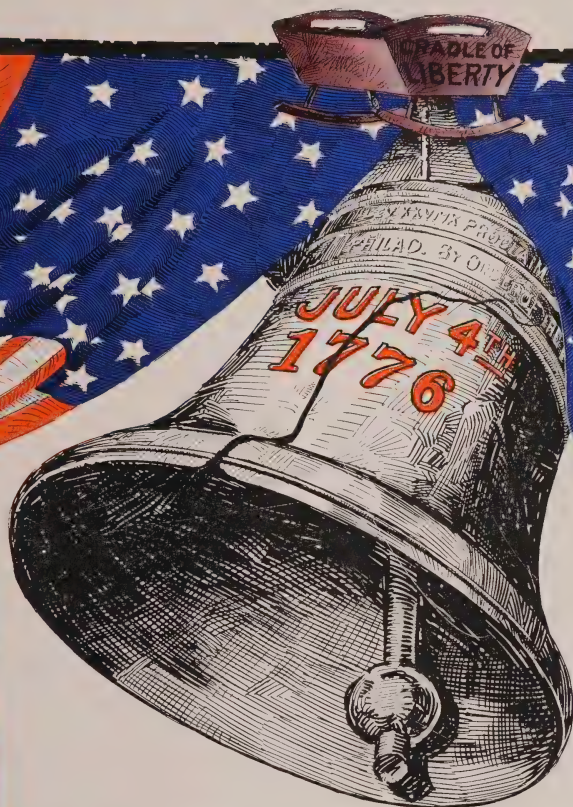
LEON M. HATTENBACH

Vol. 15 No. 13

June 15, 1917

BOWSER BOOMER

ESTABLISHED 1885



LIBERTY



OUR HOME



OUR FIRM



OUR COUNTRY

AMERICA FIRST

STANDING OF FORTY HIGH MEN

JUNE 11, 1917

1. W. V. Crandall.....	Denver	21. R. D. Eckeberger.....	Memphis
2. E. L. Milliron.....	Harrisburg	22. A. G. Hartgen.....	Harrisburg
3. K. F. Hessenmueller.....	Harrisburg	23. R. D. Leonard.....	Harrisburg
4. W. B. Stanford.....	Harrisburg	24. J. F. Vonderembse.....	Denver
5. N. Mattingly.....	Denver	25. S. F. Taylor.....	Albany
6. G. W. Scott.....	New York	26. R. L. Matthews.....	Dallas
7. C. R. Eggleston.....	Albany	27. W. C. Sutton.....	Indiana
8. R. Coddington.....	Denver	28. J. J. Manning.....	Chicago
9. R. W. Jewel.....	Denver	29. W. B. Offerle.....	Harrisburg
10. G. P. Dickey.....	St. Louis	30. W. A. Armstrong.....	Michigan
11. E. R. Bird.....	San Francisco	31. C. A. Weego.....	Chicago
12. J. J. Connelly.....	Chicago	32. H. Dalgaard.....	New York
13. J. R. Sibley.....	New York	33. C. M. Fredericks.....	St. Louis
14. N. Paquette.....	Toronto	34. E. L. Viers.....	San Francisco
15. J. G. Phipps.....	Ohio	35. C. J. Rogers.....	Chicago
16. B. A. Deffler.....	Chicago	36. H. Gunn.....	Dallas
17. H. A. Vortigern.....	Harrisburg	37. T. L. Smith.....	Dallas
18. W. C. Halsey.....	Albany	38. W. B. Jameson.....	San Francisco
19. J. A. S. Meyer.....	Memphis	39. G. A. McCurdy.....	Michigan
20. F. H. Peebles.....	New York	40. J. M. Prigg.....	Harrisburg

District Office Quota Standing 23rd Week Ending June 16

DIVISION "A"

1. Dallas.....	B. L. Prince, Manager
2. St. Louis.....	L. E. Porter, Manager
3. Albany.....	W. M. Mann, Manager
4. Harrisburg.....	H. C. Storr, Manager
6. Chicago.....	T. D. Kingsley, Manager
5. Toronto.....	
7. San Francisco.....	D. S. Johnson, Manager
8. Atlanta.....	H. C. Carpenter, Manager

DIVISION "B"

1. Ohio.....	I. L. Walker, Manager
2. Memphis.....	H. W. Brown, Manager
3. Denver.....	C. C. Barnett, Manager
4. Michigan.....	A. S. Bowser, Manager
6. Washington.....	A. W. Dorsch, Manager
5. New York.....	C. H. Davies, Acting Manager
7. Indiana.....	J. W. Burrows, Manager
8. Louisville.....	R. E. Fleming, Manager

District Office Lubricating Standing, June 13, 1917

1. DALLAS	5. SAN FRANCISCO	9. OHIO	13. MICHIGAN
2. CHICAGO	6. ALBANY	10. NEW YORK	14. TORONTO
3. ST. LOUIS	7. WASHINGTON	11. MEMPHIS	15. ATLANTA
4. DENVER	8. INDIANA	12. HARRISBURG	16. LOUISVILLE

THIS STOPS THIS

SHOW your prospect how he can improve his service, keep his customers and increase his business with the Cut No. 19 Kerosene Outfit. By doing this you will be doing real constructive work for both your prospect and yourself.



OUR HOME



AMERICA FIRST



The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XV

JUNE 15, 1917

No. 13



EVERY BOWSER MAN CARRYING HIS ORDER-BOOK, BEHIND HIS MACHINE OR DESK, "DOES HIS BIT" FOR LIB- ERTY

Our country has been at war for nearly three months. Many of our co-workers have already left for fields of active service in the army—in the navy—or in training camps. Others have volunteered and are only awaiting the call to duty, for Bowser men are not lacking in loyalty or in willingness to serve.

But for those of us who remain at home, disqualified perhaps by age, by dependents, by some physical defect, or exempted through trained fitness for some special work, there are many fields of duty.

This is a war of resources—raw materials, food, money, and of organizations—industrial, agricultural and financial.

To win in this struggle, to avoid being down-trodden under a conqueror's heel we must make available the greatest quantities of raw materials, transform them into articles of military, naval, or industrial value; transport and apply them with the greatest efficiency.

To do this a great army of workers is required. There must be at least five civilians working behind the lines for every soldier in the trenches.

The president has appealed to all classes of workers—industrial and agricultural—for greater productivity, greater efficiency and less waste. The whole country must be organized for war, to conserve resources, to promote pro-

duction, and in such organization the importance of Bowser Products and Bowser Service is of particular interest.

Bowser outfits, through their handling of the various oils are of great economical value in almost every walk of life. In the factory for conservation of oil, lowering of power and production cost, safety; in the store for saving oil, time and labor, promote cleanliness, convenience, safety; in the private, public, and industrial garage for saving of materials, lengthening the life of automobiles and trucks, safety.

Military or naval service may be more spectacular, but back of the armies and fleets must be the silent workers; the forces that supply the materials and food for those who fight; and of this part is Bowser Service.

Every Bowser Employee—salesman, factory and office man can "do his bit" by putting the fighting spirit into his every day work. Every Bowser outfit sold will do its part somewhere along the line. Every error avoided, every injury escaped with its resultant loss of productive capacity is a blow in our country's cause.

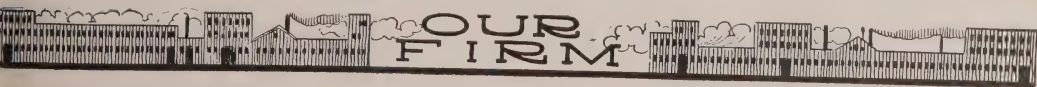
And what I want to say is that the men and women who devote their thought and their energy to these things will be serving the country and conducting the fight for peace and freedom just as truly and just as effectively as the men on the battle-field or in the trenches."

PATRIOTISM

Patriotism means more than noise and fireworks—more than the mere casting of a vote at fall and spring elections to express a personal preference. It means devotion and loyalty to that for which this great country stands, freedom and liberty of body and soul—and this requires unselfishness and readiness to help our fellow-man wherever, whenever, however help is needed. Thus do we show our true worth as citizens.

THE SET OF THE "SALES"

One ship drives east, another west
While the set-same wind both blow;
'Tis the set of the "Sales"—
Not the strength of the gales
That determines which way the ship
shall go!





AMERICA FIRST



Mr. H. L. Brown, traveling down in Virginia, is holding his own on the Washington Honor Roll.

Mr. W. B. Jameson, who hails from the San Francisco District, has gained 75% on his assigned quota for the year.

Mr. H. W. Oattis produced the largest volume of business secured in the Atlanta District in all lines during the first half of June.

Mr. P. L. Yant is marching right along to the throb of the San Francisco drums. He is doing the "double quick" too and securing a good business.

Mr. F. M. Kennedy, of San Francisco, sent in orders amounting to \$3,000.00 in one day's mail early this month. And he has been going some ever since.

Mr. J. F. Jeffreys is getting the signatures on the dotted lines pretty frequently these days. In January Mr. Jeffreys will be known as one of the EARLY Washington Pacemakers.

Mr. W. J. Bates, of the Ohio District, has acquired the nickname "Banta," not because he ever does any crowing, but because we believe he has the right to crow over the way he sells our line.

Mr. A. L. Corbin knows the value of holding fast to his place on the Washington Honor Roll. A. L. isn't a slacker in any sense and he keeps humping in these hours of close competition. Best wishes to you, A. L.

Mr. E. L. Veirs, of San Francisco, who won the May "Lube Contest," is fattening his June average on the sale of this type of equipment in a manner most pleasing to behold. We're watching you, Mr. Veirs, and we're growing mighty proud of your record.

Star salesmen down in Memphis who scored during the last week in May were Mr. J. A. S. Meyer of Tennessee, Mr. Lee Kuhn of Louisiana, Mr. R. W. Maxey of Louisiana, Mr. E. E. Lowe, Mr. R. D. Eckeberger and Mr. E. B. Bachman, of Rackensack territory and of Tennessee, respectively.

Mr. M. A. Ashley, of Atlanta, believes in thinking out his selling campaigns. Intelligently directed efforts are guaranteed to bring results whereas haphazard methods "hit or miss" and in Mr. Ashley's opinion more often "miss." Undoubtedly this theory and practice have made Mr. Ashley one of Atlanta's foremost representatives.

The other day Mr. George N. Roos of Harrisburg sold fifteen lubricating tanks in sixteen hours. Being given to the work of editing the Boomer we naturally aren't given to figuring out percentages, however, one of our accountant readers informed us that Mr. Roos' average speed per minute in the art of selling is just one equipment. We think this is pretty swift work—don't you?

Mr. S. O. Williams decided there was a place on the Dallas Honor Roll for him. Go to it, Mr. Williams, we agree with you heart and soul.

Mr. J. F. Harriman's name is down on the Dallas List of men selling Bowser Lubricating Outfits. Good for you, Mr. Harriman. We are watching you "come."

Mr. H. E. Morgan, who recently joined the Los Angeles Sales Force, made out his first order in the amount of \$304.00. That is certainly a good "starter," Mr. Morgan.

Mr. H. F. Labbitt, who has been with the Company for some time and who resigned May 9th of this year, has just re-entered the firm's employ under the jurisdiction of the Chicago Office. Glad to see you back, H. F.

Mr. C. L. Huffman of Indiana has been doing an exceptionally fine business of late. Mr. Huffman is fast becoming one of the firm's broadest business builders. He sees to it that he sells equipment complete in all the lines manufactured.

Mr. P. J. Somers, Mr. C. O. Hottel, Mr. W. S. Johnson, Mr. C. C. Compton, Mr. J. C. Harding, and Mr. E. F. English of San Francisco are all ahead of their quota to date. So also is Mr. W. B. Jameson, Mr. W. C. Smith, Mr. F. Laughrey, Mr. E. L. Veirs, and Mr. E. R. Bird of San Francisco.

Great artists are awarded "Honorary Mentions" for their canvasses. Bowser salesmen are also awarded notice for their canvasses. In this space credit is given Mr. J. F. Arnold for his consistent work in the San Francisco District.

Mr. R. F. Kimball can vouch that it pays to know the Bowser line. Mr. Kimball is from St. Louis, and he has proved by his own experience that knowledge of the line manufactured here in Fort Wayne has helped him immensely in making good.

WATCH OUR OFFICE GROW.



AMERICA FIRST

Mr. J. S. Whitney of Albany sold a battery of Cut 64 outfits during the last week in May.

Mr. L. F. Greer of Chicago has been transferred to the Dallas Office where he will work under Mr. W. W. Ince.

Jack Roberts of Albany sold two filling station outfits during the last week in May—a Chief Sentry and a Red Sentry.

Mr. B. F. Sias has a big total of sales consummated so far this month. He is one of Albany's leading "Tenacious Tanners."

Mr. N. B. Steele of the Washington District had his car stolen June 7th. All his possessions, tools, and papers, were in the machine.

Mr. E. L. Thompson landed a nice order for a Cut 31, two Cut 63's, and one Cut 41 equipment a week ago. Mr. Thompson is from Albany.

Mr. J. D. McEwen is a new Atlanta representative. He entered our employ June 4th. Our sincere wishes for your success are extended to you, Mr. McEwen.

Mr. O. C. Wilson, who formerly covered territory for us in the southern part of the state of Indiana is again traveling for the firm. Mr. Wilson is now in the Columbus territory.

Mr. J. G. Phipps who works in Ohio has done a large volume of business in the filtration line. At least 75 per cent of his orders have been for this type of equipment.

A new face among the Ohio Branch Office Salesmen is that of Mr. H. W. Bell. We are sure Mr. Bell is going to let every prospect in his District hear about our line in short order. Good luck to you, Mr. Bell.

Mr. L. C. Tanner and Mr. O. T. McKissick, of Dallas, are running neck and neck in their "Lube" sales. Both men are exceptionally fine producers and we expect to see some interesting competition in the next few weeks.

The Bowser contingent in the field of active service along military lines is constantly increasing. Mr. W. F. Paul of the St. Louis Office, and Mr. A. B. DeLacy of New York have both entered the ranks of the United States army.

When some fellows start in to do a certain thing there is no telling where or when they will stop—if they can be made to stop at all. Now Mr. C. I. Benford of Denver is that type of man, and furthermore he's started to sell Paint Oil Equipment. Make your own deductions.

Go to it, Mr. W. H. Ladd. We enjoy watching you make good. Besides you make us speculate on whether New York is going to "cop the Cup." That's a point of interest with us.

A NEWS STAND AND THE CHIEF SENTRY



There are thousands of opportunities for just such combinations as this and Mr. H. T. Eggleston of the Memphis District is not letting any of them "get by" if he can help it.

The above photo shows the Cut 102 sold recently by Mr. Eggleston, installed in front of Jack's News Stand at Hope, Arkansas. Mr. Eggleston is shown in the picture at the left of the pump.

Mr. K. F. Hessenmueller is still leading the Harrisburg Salesmen.

Mr. Gam Anderson of Dallas is doing a good "Lube" business this year.

Mr. F. J. Libbey of New York has one hobby worthy of note. It is work.

On June 9th, Mr. S. F. Taylors' name headed Albany's list of the "Tenacious Ten."

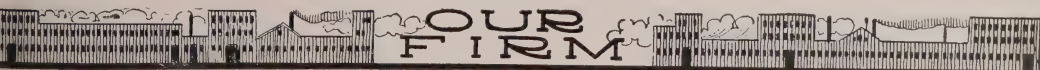
Mr. E. R. Bird of San Francisco is top salesman of his District according to our report of June 7th.

Last week Mr. B. H. Alden succeeded in placing two Cut 41 outfits. That's the way Albany men "do it."

Mr. F. W. Devereux and Mr. D. A. Howard of Albany are helping put their District close to first place this month.

Mr. G. P. Stoval of Washington is doing his patriotic duty in keeping American business interests moving this month.

Mr. C. P. Law of Harrisburg has increased his business consistently every year he has been with the firm. He is doing the same stunt this year.





Mr. R. W. Jewel is keeping close to the top of the Denver list of high men.

Mr. R. E. Erwin of Denver is on his way to closing a big business this month.

Mr. M. D. Keefe of Albany recently sold a garage order for a 1,000-gallon, Cut 101 and other equipment.

Mr. A. DePlace is "getting up his name" on the sale of Red Sentries. This means more honor and glory to Albany.

Mr. B. D. Jeffery has joined the Chicago Sales Force this month. Success to you in handling the Bowser line, Mr. Jeffery.

Mr. R. F. Van Namee of Albany sold last week a Cut 101, Cut 102 and a Cut 241, and two fine kerosene equipment orders.

Mr. Stanley Roberts of Albany recently had credited to his account a five-barrel, Cut 1-B Outfit, and a Chief Sentry equipment.

Mr. Z. V. McClure scored this month in selling kerosene, lubricating, and paint oil equipment. Mr. McClure is an Atlanta man.

Mr. Griggs Walker and Mr. Wm. H. Trammell of Atlanta are both listed this month as kerosene, lubricating, and paint oil successes.

Mr. Austin Hughes, a new man at the Dallas Branch, is coming along in good shape. We expect him to be a star Bowser salesman very soon.

Mr. C. A. Page sold two Cut 19's and a Cut 1 in the kerosene line a little while ago. We can see from this that Albany will be represented here in January.

Mr. J. W. O'Brien and Mr. C. E. Burbank had something to do with Albany's recent gain of 100 per cent in that District's business increase during May.

Mr. Fred Schuster of Albany placed an order for a 10-barrel, Red Sentry, complete with lighting attachment and two lubricating orders for a Cut 52 outfit and a Cut 172 outfit last week.

Mr. George Elliott sold a Red Sentry Outfit, a Chief Sentry, a Cut 41 equipment for a private garage, and a Cut 101 outfit a short time ago. Albany men sure do seem to know how to get business.

We do admire Mr. F. H. Peebles' persistency. New York can count upon Mr. Peebles as one of her successful men next January. Mr. Peebles has the capacity of hammering away on his sales campaigns until the prospect comes over on his side.

Mr. J. L. Steinhuis appreciates that the difference between best and ordinary work is largely a matter of inclination. So he does the best work possible for the Memphis District and strives to put his orders in a class by themselves.

A. H. J. GOSSELL

The Boomer reprints herewith an article appearing in the Alpena Echo-Times in reference to Mr. A. H. J. Gossell of the Michigan District. A. H. J. evidently has a press agent that is right on the job. There's more 'n one way of getting Pacemaker points.

BOWSER'S HERE

Bowser is in town. He came unannounced but he is not going to leave the city in the same way. Who is Bowser? Well to begin with Bowser is A. H. J. Gossell, representative of the S. F. Bowser & Company, Inc., of Fort Wayne, Indiana, and he visits Alpena about twice each year. Bowser as he is more familiarly known sells the Bowser self-measuring oil tank. Bowser is a happy man and after being in his company a few seconds "old man gloom" disappears. He will leave the city bright and early Thursday morning but he is coming back again.

—Reprint from the Alpena Echo-Times.

Mr. J. S. Carrington of Washington sold June 12th: One Cut 19 outfit, one Cut 41, one Cut 102, and one Cut 241. This kind of work proves the value of concentrating on the Bowser line.

There is just one way of making S. F. Bowser & Company's line a success, and that is to work faithfully and intelligently every day in the week with the fixed intention of getting orders and staying on the job until you do get 'em. Mr. H. T. Purdy is aware of this ancient fact by following the Bowser Law of Persistent Endeavor he was High Man on the Atlanta List of All Line Salesmen that was issued June 2nd.

We hope to meet Mr. Albert Davies of New York in our town this January.

BOWSER PREPAREDNESS

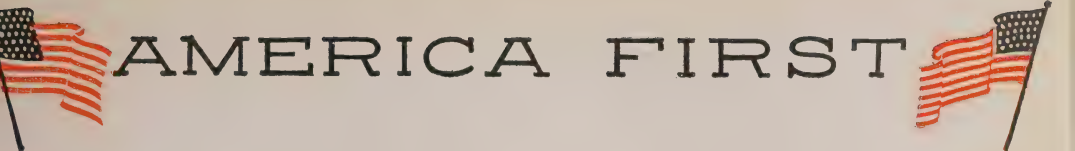
Mr. Carver Wood and Mr. W. H. Pritchett are again Honor men on the Indiana District's Honor Roll. These gentlemen are "stand-patters" when it comes to selling Bowser equipment.

Mr. C. W. Rabb is desirous to outstrip his past records in the selling game. Mr. Rabb is a Harrisburg man and he has the Harrisburg spirit of success. Our highest hopes are with you, Mr. Rabb. May the best men win.



FOR BIG BUSINESS





"DOUBLE LUCK"

Mr. B. R. King working up in Ohio, north of Cincinnati, has been playing in "double luck." In country territory possessing but two good towns, Mr. King sold fourteen lubricating and kerosene outfits last month. This month, on June 10th B. R. was presented with an eight-pound baby girl,

Last month a corps of salesmen in Harrisburg freely volunteered to devote their time and energy to selling Lubricating business. Of the twenty-three men who offered their services not one failed in securing orders for this type of outfit. The successful men were:

Mr. W. Patterson
Mr. Geo. Hexamer
Mr. F. Browne
Mr. W. B. Offerle
Mr. R. D. Leonard
Mr. H. A. Folsom
Mr. H. A. Vortigern
Mr. W. B. Stamford
Mr. W. M. Booker
Mr. W. A. Reese
Mr. E. W. Cline
Mr. G. A. Baldwin

Mr. W. T. Laird
Mr. P. A. Eschallier
Mr. J. J. Mack
Mr. U. G. Savage
Mr. M. B. Peiffer
Mr. E. L. Milliron
Mr. J. R. Sibley
Mr. E. E. Lowe
Mr. A. G. Hartgen
Mr. G. N. Roos
Mr. K. F. Hessenmueller

Mr. J. P. Fahey, Mr. Walter Snapp, and Mr. F. N. Butts are doing a notable business in Nebraska under the direction of St. Louis.

Mr. Harry Stitzel, one of Chicago's men canvassing in northwestern Minnesota, recently sold a Cut 102 Black Enamel equipment to handle kerosene. Mr. Stitzel is to be especially commended on the sale of this outfit.

Mr. H. J. Fite, who was off duty for ten days during the first of this month, due to the serious illness of his wife, is now back on the road. The Washington Office informs us that Mrs. Fite is now getting along very nicely.

Mr. J. T. Gibbons of the Washington Office sold on June 13th, "Hoodoo Day" two Cut 41 equipments, one Cut 101 and one Cut 102. This business was sold to private people and is a very fine record of a day's accomplishments.

We hope the entire Chicago contingent will come to our city with Mr. A. C. Van Auker next January. This is a generous invitation, and it comes from our heart. We want all you Chicago boys to succeed this year in making the Club.

Mr. H. A. Towne of Chicago calls persistently and faithfully upon his prospects again and again. Eventually he lands their orders. The yeast of sales arguments and suggestions raise the signatures to the dotted line.

Mr. J. R. Ginder of Harrisburg works with a silent partner who helps him get sales results. The name of this assistant is "J. R.'s Private Opinion of Himself." (Not a bad fellow to travel with now and then, fellows.)

Mr. Max Heintze is enthusiastically producing a tremendous business this year. Mr. Heintze's enthusiasm is boundless. It sweeps him to success every year on a veritable wave of effort. Chicago has a "wonder" in Mr. Heintze, and Chicago knows it.

NO—THIS IS NOT SNOW!

When this snapshot of Mr. Fritz Kilver came to the Boomer Editor we thought he must be away up north around the pole somewhere. You know those Tin Lizzie's go most anywhere, and we wondered what prospect Fritz was after up there. But not so—it is the desert of New Mexico.



In commenting on this trip Mr. Kilver says: "This is the way we had to work our way through the sand from Espanola to Abiquiu. We shoveled over a mile of this pure, white sand, soft, loose and dry. Poor old 'Liz' had to work as hard as we did."

A large order for Bowser equipment was sold to one of Toronto's Aviation Camps a little while ago by Mr. Harry Christie of the Toronto Office.

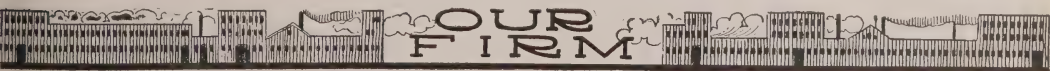
Mr. Charles H. King, practically a new man in Toronto, has been doing an exceptionally good business in his territory this month. Mr. King is to be commended on his grip of S. F. Bowser & Company's business.

Mr. A. G. Locke of Albany is reported as zealously guarding Bowser interests. Mr. Locke sold a 1,000-gallon Chief Sentry Outfit, a 500-gallon Cut 103 equipment, and a 1,000-gallon tank—all during the third week of May.

To Mr. W. C. Anderson, the new Harrisburg representative, we want to say that in view of our not having received all our Harrisburg reports at this writing, we are extending to you our best wishes for your success. We are sincere when we say we hope business is booming for you in your territory.

What makes a salesman a good salesman? Ask Mr. M. A. DeSouza of Harrisburg this question. We believe he has an answer ready from his own successful methods of handling the line.

Mr. C. R. Ross of the Albany District, is making a killing in his factory sales business.





This month we must realize our ambition to secure a better place in the Lubricating Contest. A "Lube" order a week for every salesman. We're going to get them!

W. M. MANN,
District Manager.

In my heart I wish you all a certain amount of tribulation so you may learn to force yourselves to the acquiring of real strength, so you may know how to carry actual burdens with confidence and strength.

R. S. COLWELL,
Eastern Manager.



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Make June the Big Month! In June Bowser salesmen everywhere do Big Things. Last year our business in June was enormous; this year it will be even bigger than it was last year. Work the Lubricating, Kerosene, Paint Oil and Dry Cleaning lines! And don't forget Cut 19 equipments and Cut 1 equipments.

T. D. KINGSLEY,
District Manager.



Your territory is a garden. The crop produced depends upon you. The Calling List was devised for a guide to intensive cultivation of your field. Its use will make all kinds of weather ideal growing and harvesting weather. It's use will make prospects grow where there are none.

L. E. PORTER,
District Manager.



Difficulties prove what salesmen are made of—and the more difficulties you overcome, the more worthy you are of your profession, the more nearly you have approached the high standard of splendid salesmanship.

H. C. CARPENTER,
District Mgr.



Remember Louisville's motto, men: "All the line all the time."

R. E. FLEMING,
District Manager.



Business throughout the country is fine—your District is out after its share, and getting its share, too.

J. W. BURROWS,
District Manager.



Co
Survey



All kinds of good luck for June, Boys! Out here in Denver the month began with a fall of snow—but as the weather is bound to be seasonal before next fall at the latest we'll have sunlight and warmth sure some fine day.

C. C. BARNET,
District Manager.



Business never has been better for the Washington District, and I wish to assure you I am more than pleased with the splendid efforts you men have made and are making every day. Keep on trying hard and you will succeed.

A. W. DORSCH,
District Manager.

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Mr. J. E. Hummer is helping put Denver close to the lead.

Mr. H. U. Earle of Denver is closing a good business this month.

W. V. Candall copped the Monthly prize out in Denver last month.

Mr. J. H. Wilson of Denver is one of that District's top men day in and day out.

Mr. N. Mattingly is doing a phenomenal business in his territory this month. He is wigwagging success to the Denver Office.

There is nothing like being loyal to your District these days. Mr. J. F. Vonderembse is proving himself to be one of the faithful fighting salesmen on the Denver territory.

Mr. T. S. Henderson, of Chicago, is doing very well in his District this month. Keep on "hitting 'er up," Mr. Henderson.

Somehow we believe that Mr. Deniver Moore is out for the Louisville Pacemaker Directorship.

Mr. J. B. McPherson is doing his usual best this June. He holds a position of honor on Louisville's list of big salesmen.

Mr. E. R. Handley has been one of the Washington District's leading salesmen for a period of three years. His sales by the day score this way:

June 5th—2 Cut 63 equipments

1 Cut 19
1 Cut 41

June 6th—2 Cut 241 outfits

1 Paint Oil equipment
1 Cut 125

June 7th—1 Cut 305

3 Cut 109's
3 Cut 64's

Mr. Handley does not confine his business to gasoline outfits only. He pushes the entire Bowser line. Too much credit cannot be given this representative.

This month we have a notice the effect that Mr. J. E. McClanahan is again one of Louisville's "Ace Eight."

Mr. W. Van Nort and Mr. L. P. are hustling these days. We're you gentlemen. Here's to your individual and unquestioned success. here's to Louisville, too.

According to our records of July 4th, Mr. H. A. Dudley is Captain the Louisville District's Kentucky Sales Force. We salute you, Captain Dudley.

Mr. E. Steinhauser "put one over on T. C. Potts a short time ago." "brushed the spots off Potts' back" climbed to first place on the Ohio list of Honor.

Mr. W. Duffield, Harrisburg's Engineering representative, has a way of endeavoring himself to his customers by the intelligent interest he takes in their business after he has closed their orders. talent makes "Repeat Buyers."

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TRICT.



Boys, there is no end to the sale of Lubricating Oil Outfits. If we could get all of you filled up with this Lubricating Outfit enthusiasm there would be no stopping you on your way to success. You can double your sales without question—and cop the Cup at the end of the year.

D. S. JOHNSON,
Western Manager.



Let's get all the business we can and get it in a way that we can take care of it satisfactorily; get it without making promises that are impossible of fulfillment. Handle your sales work in a careful, thoughtful, business-like manner. Your co-operation in these matters is going to be profitable to you and the Company.

L. F. MURRAY,
Mid-Western Manager.

June has always been a wonderful month for business, the best month of the whole year. Let's make this June the Record Breaker of all Record Breakers in all the lines.

H. C. STORR,
District Manager.



Look at 'em go! Some aggregation of EARLY DALLAS PACEMAKERS racing for that good old Cup. Mr. S. F. Bowser has promised a "Big Feed" for the Dallas Boys—if our District makes good—and well, EVERY Dallas man is coming along after Pacemaker Membership. We "gotta make good," and we are.

B. L. PRINCE,
District Manager.



to Coast r Sales Generals



speeding along the home stretch. And remember, a great deal can happen in the last half-mile of track.

E. M. Savercool,
Gen. Sales Mgr.



Ohio's hat is still in the ring!

I. L. WALKER,
District Manager.

You have to "keep moving on and improving as you move" because only in this way can you progress at all and do your best "bit" for yourself, your organization and your country.

H. W. BROWN,
District Manager.



Boys, there isn't a district in the whole organization that can stop US!

A. S. BOWSER,
District Manager.



Bowser excellence is recognized—not only in the quality of our product, but in the calibre of Bowser salesmen. The New York bunch is right there with the rest of you fellows.

C. H. DAVIES,
Acting District Mgr.



D. W. Darden is pursuing the dollar with vim and vigor in the Washington territory. Good for that District, eh?

R. L. Matthews, of Dallas, is "there" when it comes to selling eating equipment. He is credited with more of this type of outfit than any other man in his District.

W. G. Chandler has high hopes in his District. Washington is to maintain first place in the race if Mr. Chandler has anything to do with the matter.

J. W. Carlson, covering territory in northwestern part of the state of Indiana, has just closed what we call a "SOME" private garage order. It was a 10-barrel, 12-gauge, Cut 101 and two 1-barrel, Cut 63's half-gallon pump.

J. G. Roberts of Albany is a "clous Ten" man this month. So D. I. Petts.

Mr. S. M. Chilton, Washington's "Grand Old Man," is doing himself justice in his June business.

Here's the way they lined up in Michigan on June 4th: Mr. Philip Carlton, first; Mr. G. A. McCurdy, second; Mr. W. J. Graham, third; and Geo. Kinsley, fourth.

Mr. W. A. Billings, traveling in North Carolina under the jurisdiction of the Washington Office, is doing a splendid business in his territory at the present time. May your earnest efforts reward you every working day, W. A.

Mr. I. K. Jacobs and Mr. D. W. Newland deserve special credit for the high class business they secured during the first week in June. These two men are Ohio representatives and they certainly are bringing honor to their District.

MORE MEMPHIS SATURDAY SALES ARGUMENTS.

C. Groves: 1 two-barrel, Cut 19 outfit.

S. C. Johnston: 1 five-barrel, Cut 41.

E. E. Lowe: 1 three-barrel, Cut 41.
1 one-barrel, Cut 301.
1 five-barrel, Cut 241.

Mr. E. E. Thomas purchased a Ford to scout around his Memphis territory. The following is a diary of his first week.

Monday, June 5th: Punctured tires.

Tuesday June 5th: Got stuck in the mud.

Wednesday, June 6th: Arrested for speeding.

Thursday, June 7th: Ruined a suit of clothes repairing engine.

Friday, June 8th: Ran over a pig.

Saturday, June 9th: Broke my front wheels.

A bad start prophesies a good ending. Here's hoping, Mr. Thomas.



AMERICA FIRST



Mr. J. C. White is sighting into the future and quickening his gait for the Home Stretch. Mr. White is a Dallas salesman.

Mr. D. A. Hernon of Albany recently boosted his District's Lubricating Standing by selling ten lubricating outfits in one week. Bully for you, D. A.

Mr. J. W. Bass who joined the Louisville Sales Force a short time ago is now canvassing territory in South Central Kentucky. Good Luck, Mr. Bass. We are waiting to hear successful news from you.

Mr. J. S. Walsh has moved according to our records from fifteenth place to eleventh in Washington's List of High Men. Good work, Mr. Walsh. We have been expecting you to make this step.

Mr. C. E. Joyce belongs to the famous Cup Winning Dallas Aggregation. He has been doing a good business for his District, and we believe he will be one of the salesmen to hold the Cup in Dallas during the year 1918.

Mr. C. E. Saunders and Mr. L. H. Smith of Atlanta are coming along in their Pacemaker averages. Keep on keeping on with the rest of the big Bowser crowd and you will eat heartily next January at the "Old Man's" Expense.

Mr. J. S. Sheehan of the Indiana District is going to "cast his shoes under the banquet table" in January very likely. Mr. Sheehan is working along those lines (Convention Lines) and we want to shake hands with him in 1918.

Mr. J. W. Freeman of Toronto, through hard, consistent, and enthusiastic effort is doing an ever increasing volume of business. Mr. Freeman has been with the Company since March. He works under Mr. H. O. Cuddie's direction.

Mr. C. W. Wilson, a Louisville representative of 1916 fame, took a hand at beating Old Man Quota a short time ago. There is no doubt but what Mr. Wilson will make his annual appearance in Fort Wayne during the Convention.

Is Mr. H. D. Murdock going to sing at the next Convention? We expect he will be there all right, but we don't know whether he will contribute his services to the Entertainment Committee. Let us know. We want a Chicago representative on the Program.

SALESMANISMS

Always put yourself in your customer's place; think with his mind; feel with his heart; make his needs yours.

Keep the idea of Service ever before you.

Be a Commercial Scholar. Know your line absolutely. Your customer has the right to know everything about the product he is going to buy. He should know all the conditions of the sale.

In talking BOWSER EQUIPMENT speak slowly and simply. Make your explanations and descriptions clear. Don't hurry over important points you are so familiar with careful explanations seem unnecessary. Your customer is studying a new proposition and it takes him as long to comprehend the working and worth of Bowser as it took you when you first approached our line.

Work on quality—not on price. Never emphasize the necessity of a customer having to part with his money. Prove the superiority of your goods. Create such a strong desire for possession that cost becomes a secondary consideration.

Keep brief records of visits made to different prospects. In this manner you can refer to, and profit by the different incidents that arise in every transaction you make.

The present season issues in some delightful prospects for fishing and swimming. We are writing this to warn Mr. M. B. Long against his weaknesses for the two sports. Sell Bowser equipment Mr. Long whenever you feel tempted to journey into the wilds. Atlanta wants to win the Cup.

Mr. R. C. Guenther is a top-notch Chicago man. His business average for the year is very good.

Mr. F. E. Bragg of Chicago never boasts. He doesn't have to. His works proclaim his merit.

Mr. P. F. Bearse landed another Chief Sentry order last week and also secured his Albany Quota in the sale of Lubricating Business.

If you keep your eyes on the "Personals" in the Boomer you will see Mr. H. W. Johnson's name mentioned frequently. Mr. Johnson is a St. Louis man and his sales work often demands a notice in our little paper.



OUR HOME

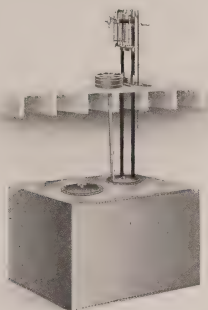




AMERICA FIRST



Cut No. 1B CELLAR OUTFIT FOR Kerosene



**TAKES UP MINIMUM FLOOR SPACE.
IS SAFE, CLEAN AND ACCURATE.
EVERY GROCERY CAN USE IT**

Mr. Logan H. Root, of Memphis, advanced his standing some forty points a few days ago.

Mr. J. C. Tibbles sold nearly \$3,500.00 worth of Red Sentries, Cut 101's and Cut 63's last month. Look out, J. C., you'll do for the Michigan Quota soon at that rate.

Here's a top-notch sale of Lubricating Oil Outfits. Mr. C. A. Milliman, of Portland, Oregon, sold an order covering six, Cut 64 outfits; two Cut 63 outfits, and one two-compartment, Cut 154 wheel tank.

Mr. Frank Laughrey, of San Francisco, who covers the Central California Territory, just sold an order for a complete Paint Oil Outfit, a complete Lubricating Oil Outfit, and a complete Gasoline equipment. In addition to this he sold a battery of Cut 109 Outfits, two Cut 64's, one Cut 102, Chief Sentry, and one Cut 172 Lubricating Oil Cabinet.

Mr. J. H. Farlow is a Washington yearling with a five-year-old's gait. Keep the pace, man, we are watching you.

Mr. R. L. Conner is digging up orders as fast as he can. The Chicago District is depending upon Mr. Conner to do some fine work this year.

Mr. E. C. Hake of the Home Office has recently taken up a Bowser grip and shown his salesmanship in Dallas territory. Success be with you, E. C.

Steam is what keeps the sales boiler chugging its full capacity. Mr. A. Curry of Washington is there with the steam—and then some. We can hear the toot of his whistle clear back here to the Home Office.

Mr. R. D. Leonard, of Harrisburg is close to the Pacemaker Club mark today.

Mr. W. B. Offerle is another Harrisburg representative within reach of the much sought after and desired Pacemaker Membership.

Mr. J. W. Runyan and Mr. W. B. Stafmord, of Harrisburg, are within arm's reach of their respective memberships to the Club.

Messrs. R. S. Johnson, J. O. McCracken and C. R. McFadden are carving holes in the Ohio Quota right along. Your efforts are appreciated by your sales office.

Mr. C. H. Durant, of Atlanta, has a working motto that is worth weaving into the fabric of every successful man's life. It is, "Actions speak louder than words."

Mr. H. L. Smith, Atlanta's new representative, is taking to the Bowser line very nicely as has been evidenced by the regularity with which he is sending in orders.

At this writing Mr. L. W. Crow is leading the Atlanta District in points of business. Quite a reputation to achieve and keep, Mr. Crow. You have our best wishes for maintaining this position.

The Rootin' Tootin' Cotton Shootin' Sons o' Guns from Texas are doing their "darndest" as usual. You fellows certainly can kick up the big business down your way. But watch out—there be those hot on your trail at this writing, who, like the proverbial conquerors of the school rhyme are "toiling upward in the night."

A new face in the Memphis Sales Aggregation is that of Mr. I. H. Larr.

Mr. J. J. Lyons of Albany has secured his quota on the sale of lubricating equipment.

Every once in a while the Michigan Filling Station filters some high grade stuff concerning Mr. C. A. Mathison. Keep turning the crank, Mr. Mathison.

And now we have a new name from Michigan upon which to make puns—Mr. E. W. Sadd. But his first reports make up feel—well, the initial letter is "g."

St. Louis reports Mr. J. B. McAnally is expected to make quite a stir in his territory this year. We're watching you, Mr. McAnally.

Mr. J. L. Palladay of St. Louis is one of that District's "go-getters." Good luck to you, Mr. Palladay.





AMERICA FIRST



If you weren't born Great, roll up your trousers and wade into Greatness.

Mr. J. T. Renick has joined the St. Louis Sales Force. We wish you the best success, Mr. Renick.

Mr. J. C. White of Dallas is swinging along to accomplishment. He is doing a good business in his territory.

Mr. F. E. Walters of San Francisco has no fear of competition. In his opinion "S. F. Bowser & Company cannot be outclassed."

Mr. G. A. Baldwin and Mr. G. W. Allen are at the top of the Chicago List of High Men.

Mr. W. D. Heslin has taken up sales work in Toronto. We extend you a hearty welcome, Mr. Heslin, and wish you well in your work.

Mr. C. S. Severance is one of San Francisco's Lubricating Oil representatives. Keep on with the good work, Mr. Severance. You are hitting the right trail.

Mr. D. Ward of Chicago has been a Bowser Prize Winner every year since he joined the organization. Mr. Ward is one of our dependables. We never worry about his making the Club.

Your prospect judges S. F. Bowser & Company and the product manufactured by S. F. Bowser & Company by his impression of you. Therefore, reflect the spirit of the organization you represent.

MR. D. A. HOWARD MARRIED

Mr. D. A. Howard of Albany was married sometime during the first part of this month. D. A. never dreamed we would discover anything about the big event, but circumstances played into our hands and we did. By accident a Daily Report was delivered to the Boomer Department, and on the face of the report was written, "MARRIED, D. A. HOWARD, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th. Now we don't know exactly when the wedding took place and the honeymoon began but we've got to hand it to D. A., anyway. He certainly knows how to make out brief Daily Reports after the latest fashion approved by the Company. Congratulations!

Mr. Willard D. Smith, St. Louis' special representative, is doing some mighty good work in his District at the present time.

Mr. S. C. Klein and Mr. Griggs Walker are Dixie Boosters who are successfully selling the entire Bowser line. These Atlanta men are to be congratulated.

SALESMAN'S ORDER NUMBERS

Proper care and attention given to the numbering of your orders when sending them in to the Home Office will save considerable confusion in corresponding with you regarding those orders. When orders are received here—if they are not numbered at all—or if you have given the same number to more than one order, they must be re-numbered. The order number is shown on the acknowledgement sent to the customer, a copy of which goes to the salesman sending in the order, so, if you will check this number with your own record and make corrections on your record, any differences can then be corrected.

At the date of this writing our records show that Mr. J. J. Manning, of Chicago, has averaged more than two sales of Lubricating Outfits a week. If Mr. Manning can maintain such a record, you ought to be able to do as much.

According to a record we have of Mr. J. W. Weems of Dallas he is "such an active man he can't keep from working all the time." From this it is obvious Mr. Weems is bound to succeed whether he wants to or not. Would we were all so fortunately constituted!

WORDS

A good vocabulary will never make a salesman. But the lack of one will ruin any capable man's chances on the road.

Words are salesmen's tools. By wielding them intelligently sales are made. A stone wall stands in every customer's brain—each stone representing "NO." Behind this barrier lies consent to purchasing. And words are chisels used solely to penetrate through the barrier to "YES." The more words salesmen have, the better are their chances for securing the names of customers on the dotted line.

Now most salesmen have limited vocabularies. They verbally stumble and flounder in meeting prospects' objections. And they lose unnumbered sales.

To overcome this defect—if you suffer from it—read good literature, a little history, science, and fiction. Visit the public library in the various towns you make. Such effort will reward you with hundreds of dollars in added commissions.

(Adapted from H. J. Barrett's "Talk on Words.")





AMERICA FIRST



BOWSER MEN AND WOMEN "DID THEIR BIT" FOR THE LIBERTY LOAN BOND

Our President called for our help—financial help—in raising Two Billion Dollars to be used for War Expenses and to help protect our Freedom and for Freedom the world over. He did not ask for a donation, did not ask us to give, but to loan our money at a very fair rate of interest and offered the vast resources of our great nation as security.



A Bowser Liberty Loan Committee was appointed to handle this campaign among Bowser employees. The Committee plotted the Factory and Office into divisions according to the number of employees and appointed captains for each division. The captains selected their own lieutenants who were to sell the bonds among their own co-workers. The campaign was to be on but two days, June 12th and June 13th. Special Liberty Loan Circulars and a patriotic issue of the Bowser Booster were distributed during the two days. A circular outlining the Company's weekly payment plan was mailed to each salesman and District Office June 9th, and a hearty response was received for bonds.

On Tuesday morning, June 12th the campaign was opened by twenty-one of our young lady employees dressed in Red Cross uniforms marching through the Factory and Offices, each young lady carrying a banner bearing a slogan of the campaign.

The response to the President's appeal from Bowser men and women was almost unanimous. Each and every employee was given an opportunity to buy a bond on the Company's installment plan of one dollar a week for each \$50.00 bond. Fourteen hundred and forty-three considered it their duty to their country to buy one or more bonds to the total amount of \$106,000.00.

Of the employees at work 91 per cent bought one or more Liberty Bonds. A showing of loyalty and an outburst of patriotism of which every Bowser employee can well be proud.



OUR HOME





AMERICA FIRST



Selling Bowser Equipment in the Canal Zone



Salesman Carlos J. Rohde of the Export Department shows us just how he sells the Bowser in the Canal Zone. That his methods are successful is proven by the fine Cut 102 installation shown in the above group which he sold recently to Smallwood Brothers, "somewhere" in the Canal Zone. These pictures were taken by Mr. Rohde's friend, Mr. Harold L. Woodward.

Mr. A. Laverty continues to post red Sentries up and down the sandy roads of Michigan. We are guessing that he will reap a big harvest this year from his "gasoline plants."

Mr. C. H. Eastman, an Albany leader, sold two orders last month that total this way: 1 Cut 1, 10 bbl., Cut 102 outfit, 4 Cut 63's and 1 Cut 20. That's the first order. The second was for 1 1,000 gallon 12 gauge tank.

Opportunity is largely what you make it. Geography has little to do with success. Mr. T. R. Rhodes sells Bowser equipment in Canada—but put him in Egypt and he would sell outfits there, for T. R. is the type of salesman who makes opportunity come his way regardless of where he has to work.

Mr. A. L. Martinson has become a Bowser salesman working under the jurisdiction of the St. Louis Office. You have our earnest wishes for your success, Mr. Martinson.

It is a pleasure to speak of the work of Mr. J. W. Lea, Washington. His idea is that an order book is a place in which to write prospect's names.

Mr. W. J. Magrane is boosting the Chicago District Standing with every sale. Keep up the good work, Mr. Magrane.

Mr. Claude Bennett of Dallas is proving himself a master salesman of dry cleaning equipment. He has sold five dry cleaning systems this year, and very recently he secured a f. c. w. o. order for a Cut 251 system complete.



OUR HOME





SMILES.

The meek shall inherit the earth, but the hustlers will get the money.

If a man never takes chances—the chances are he never will have a chance.

Stenographer at the last Convention: "Does the moon affect the tide, Mr. Darden?"

D. W. Darden: "Oh, no; only the untied!"

Barber: "Your hair is beginning to get a little grey, sir."

Salesman: "I'm not at all surprised. If you keep me in this chair much longer, I'll be bald."

B. N. D. Milliron wanted to know the last time he was here, "Why chicken coops were painted on the inside?"

This is done, Mr. Milliron, to keep the hens from picking the grain in the wood, a new conservation idea to cut down the h. c. l. existing at the present time.

"There seems," a Northerner once observed to Senator Morris Sheppard, of Texas, "there seems to be a strange affinity between a colored man and a chicken."

"Nothing strange about it," smiled Sheppard. "One is descended from Ham and the other from eggs."

"Bradshaw, H. J., the Ohio Sales Whirlwind, has at last revealed the reason for wearing his 'hirsute adornment.'" Saves him worry regarding what you boys will think of the ties his friends buy him for Christmas. (He has to wear 'em, you know—the ties—and he has to cover 'em up, so—).

Mr. J. Milton Tucker of Dallas is known as "J. Million" Tucker by his associates because of the big sales he has made since he came with the firm several years ago. Not a bad name to have, especially when the reputation back of it makes it valid.

Mr. W. M. Booker of Harrisburg is doing a good business at the present time. We look forward to meeting you, Mr. Booker. You see we are all strangers on the Boomer staff now, and in our reading up on past performances we learn you are one of the "Comers" of your District—so naturally, we are straining our eyes for Pacemakers, we want to see you make good on the reputation we have of you typed on a printed card.

The splendid business secured by Walter F. Eastman during the week of May 14 is worthy of special notice and commendation. Mr. Eastman secured an order specifying a Cut 706 Power Pump with two motors, a Cut 752 pipe line measure, with Cuts 753 and 755; together with a battery of 3-barrel Cut 64 outfits with accessories. He also sold another order exactly similar with the exception the Lubricating Outfits were omitted; an order for a Cut 241 and tanks aggregating a capacity of 2,500 gallons. Albany may be "justly proud" of Mr. Eastman's work.

**Cut No.
500**

**Accuracy
Speed
Cleanliness**



**Cut No. 500 "B."
Made also in Type "A"**

**For Handling Olive Oil, Drugs, Castor Oil,
Medicines in Drug Store, Laboratory or Factory**

Mr. G. W. Schiefer of the Ohio Sales Division sold recently in one day, on one pike, way out in the rural districts, three private garage orders to three individual buyers. That's "showing 'em how," Mr. Schiefer. Good work!

Mr. L. D. Baker of the San Francisco Office secured an order for a Cut 101 equipment the other day. This sale was F. C. W. O. and bore shipping instruction "To Be Delivered Within Eight Weeks." Mr. Baker is a new man having only lately joined the Los Angeles Sales Force. However, he has the ability to win the confidence of his customer—as is proven by the order mentioned in this item. Nice work, Mr. Baker.

Mr. R. R. Safford who is doing special work in the Chicago District, made a novel "salesman's approach" a short time ago when he secured a F. C. W. O. garage order. To interview his prospect Mr. Safford had to take train for Sparta, Minnesota, walk to a small lake located near Eveleth, row one mile in a flat-bottomed scow, and then walk one more mile to a small mine where his man was working. Well, Mr. Safford walked and rowed and walked again, met his prospect, made him a customer, and sold a five-barrel Cut 41, with Meter and Filter complete for spot cash. Nuff said!



BUSINESS IS BUSINESS

By BERTON BRALEY

"Business is Business," the Little Man said,
A battle where 'everything goes',
Where the only gospel is 'get ahead',
And never spare friends or foes,
'Slay or be slain,' is the slogan cold,
You must struggle and slash and tear,
For Business is Business, a fight for gold,
Where all that you do is fair!"

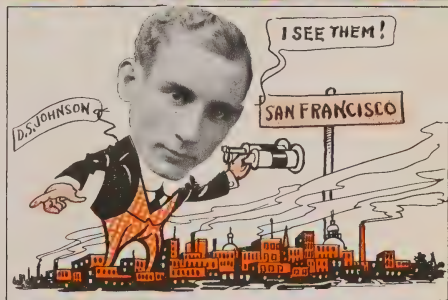
"Business is Business," the Big Man said,
"A battle to make of earth
A place to yield us more wine and bread
More pleasure and joy and mirth;
There are still some bandits and buccaneers
Who are jungle-bred beasts of trade,
But their number dwindles with passing years
And dead is the code they made!"

"Business is Business," the Big Man said,
"But it's something that's more, far more;
For it makes sweet gardens of deserts dead,
And cities it built now roar
Where once the deer and the gray wolf ran
From the pioneer's swift advance;
Business is Magic that toils for man,
Business is True Romance.

"And those who make it a ruthless fight
Have only themselves to blame
If they feel no whit of the keen delight
In playing the Bigger Game,
The game that calls on the heart and head,
The best of man's strength and nerve;
"Business is Business," Big Business said,
"And that Business is to serve!"

The Bowser Boomer

Vol. 16 No. 1
July 1, 1917.





Three salesmen travel out of the Chicago Office by the name of Ward. Mr. J. Ward has proved himself to be very successful in handling our line, so has Mr. D. Ward, and so has Mr. J. C. Ward.

"It's all in the name!" explained a Home Office correspondent in discussing this curious fact. "Who ever heard of a Ward not succeeding?"

Now we don't say the correspondent has wheels, but we do wish to state our opinion about this triple Ward success. We believe the steadfast endurance and ambition these men have always evidenced is responsible for the success they enjoy today. What do you fellows think?

Albany's Mr. W. J. O'Brien sold thirty points of business last week on one order. Mr. O'Brien is certainly giving proof of what he can accomplish in the way of speeding for Pacemaker Membership.

What do you think of these synonyms: Hustler: Max Heintze. Worker: Any Chicago Salesman. Business Getter: Mr. G. W. Wolford. Go-Getter: J. J. Connelly.

Mr. J. S. Sheehan of the Indiana District is doing well in his territory. We expect Mr. Sheehan to do a big business this year.

Mr. C. B. Brenner is a good and loyal Bowserite working under the jurisdiction of the Toronto Office. Mr. Brenner is doing a consistent business this year, and we want to meet him in January at the Big Convention.

Mr. Frank W. Strout is now becoming familiar with the policy of the Company and we expect soon to make some pleasant and praiseworthy announcements of his work in the Albany District. Mr. Strout has not been with the firm very long.

Desirous of entering upon other activities, Mr. J. G. Rodman and Mr. E. J. Gallmeyer severed their connections with our organization recently.

Having been with us for several years, serving in various capacities, both were widely known and their departure was cause for genuine regret.

Atlanta men who sell paint oil equipment are: Mr. C. M. Hunter, Mr. P. H. Smith, and Mr. H. T. Purdy.

Mr. J. S. McMorris is getting along nicely in his sales work. Somehow there appears to be an atmosphere of success enveloping Chicago representatives.

Mr. Claude Bennett of Dallas is proving himself a master salesman of dry cleaning equipment. He has sold five dry cleaning systems this year, and very recently he secured a f. c. w. o order for a Cut 251 system complete.

On June 20th, General T. C. Potts of the Ohio District was attacked by Lieutenant J. G. Phipps of the same District. Despite Mr. Phipps' dastardly action General Potts remained obdurate and was not to be taken. Next time, J. G., maybe—.

Very recently a fine commercial garage was supplied with a 5-barrel, Cut 41 outfit. This sale was made in Albany by Mr. Aage de Place.

Mr. G. W. Schiefer has been dropping orders from his sales Zeppelin through the skylight of the Ohio Office. They can't come too fast for Ohio.

Mr. G. W. Bigelow of San Francisco is working hard and producing a good business in his territory.

Mr. W. F. Eastman secured an order last month for six "Chief Sentries" and two "Red Sentries." Wheeeewww!

A commendable sale was made recently by Mr. J. F. Harriman of Dallas. The order amounted to over one thousand dollars and cash in full was paid for the equipment sold.

Mr. J. W. Hagerty of Toronto belongs to that class of workers who believes "it is better to die trying than live licked." For that reason Mr. Hagerty is "getting there" on the sale of Bowser Oil Handling Equipment.

Mr. J. S. Carrington continues at bat. Washington is big league material with men like Mr. Carrington at the plate.

The man who compels success to come to him succeeds. Mr. J. H. Bedser of St. Louis is out to prove the truth of the old adage for himself this month. We know he will do it.

Mr. H. O. Cuddie is helping keep the Toronto Factory buzzing this month.

The other day we were honored with the information that Mr. S. B. Rahn is getting a regular base ball wallop into his sales work. St. Louis is betting heavily on Mr. Rahn, and so are we.

Mr. P. L. Yant and Mr. F. E. Walters deserve to be commended upon the excellent service they are giving their customers in the San Francisco District.

Mr. I. M. Camden of Ohio should have a medal for his gallant and heroic action taken in the Bowser field during the month of June.

Mr. A. McAllister of Toronto is "putting 'em across" this month in fine style.



The Bowser Boomer

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S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XVI

JULY 1, 1917

No. 1



WINNING

It is good to win. Each success makes us determined to win again.

Everybody likes a winner. His path is easy. His friends are many. The world is ever ready to shout, "The Pacemakers are coming; long live the Pacemakers!" The new champions greet the shouting mob that bids them welcome.

There's a thrill in winning; there is satisfaction to it. Once a man has won a race in business, he is determined to keep in training always, and to enter every race to win.

Success is the product of belief. No one ever won anything worth while, who was not sure of winning. Unless the mind has accepted the certainty of success, then there can be no success.

Winning is the result of a habit of thinking success, and of doing everything that will make for success.

Each of us experiences things that give us the sinews of success. Do we apply them? Do we sort them out and get them in order and make them dominate everything we do?

Are we always in training for success? Or do we go into the battle of selling "out of form"?

The real winner is not going to rest content on yesterday's achievements. He is going to beat his best record, and when that is done he starts in anew to smash that record.

The winner is always racing toward a goal a little harder to reach.

He sets aside the easy things until later on—

and that later time never comes; hence he is always achieving the difficult things; and gets far ahead of all claimants for his title.

Winning a seat in the Pacemakers' Club is a real achievement. It is an honor to be worked for and to strive for from year to year.

Mr. E. F. English is looking eastward over the ridge of the Rockies. He's one of the San Francisco boys you other fellows may meet this January.

Mr. S. W. Silsbee is a New Yorker likely to receive a message one of these fine days that concerns his trip to our Annual Pacemakers' Convention. Just keep going and see what happens.

Mr. J. J. Behen of Chicago is pulling in his cart-ridge belt and counting his sales arguments preparatory to opening a trade fusillade for American Business Prosperity.

Mr. J. M. Roy is keeping fit and selling Bowser equipment every day. Toronto prophesies that Mr. Roy will eat at the "Old Man's" Banquet next January.

We just want to remark at this point that Mr. Charles H. Pridey is making a success of the Bowser line in the St. Louis District. He's got that habit.

Mr. E. C. Burbank of Albany is not overlooking Cut 103's this season.

Mr. L. B. Gilbertson, who has been working under the jurisdiction of the San Francisco Office, is constantly improving his business.

For a study in quick motion you fellows all ought to watch Mr. L. Williams of St. Louis secure orders in his territory.

Mr. R. D. Leonard, Mr. W. B. Offerle, and Mr. J. M. Prigg are doing a big business for the Harrisburg District every day. It may be that Harrisburg will prove to be the Honored District next January. Watch close.

Mr. J. O. McCracken and Mr. O. N. Gillette did an excellent business last month. Both gentlemen represent Ohio and they have done both themselves and their District credit.

Mr. K. N. MacIntosh believes head work pays. That's why his record of sales secured stacks up so favorably with the records of the rest of the salesmen working in the Toronto territory.

Mr. Denver Moore of Louisville deserves especial commendation on the fine business he secured during the third week of June. Mr. Moore looks like a "Repeat" Pacemaker at the Convention.





Coast to Coast Survey by our Sales Generals



Business is fine!
The Factory pro-
duction is increas-
ing and will con-
tinue to increase.
Sell good goods



to good people
and sell them
right.

E. M. Savercool,
Gen. Sales Mgr.



It ought to do every salesman in this organization a lot of good to know he is backed by the best workmanship and by the highest quality of material procurable in the world.

R. S. COLWELL,
Eastern Manager.

We must all work for what we get in this world—so make up your mind success can only be obtained through effort, and get "going."
A. W. DORSCH,
District Manager.



Success is purchased only by hard work.
L. E. PORTER,
District Manager.



The Toronto Office is going to be ably represented at the Pacemakers' Convention this year. The Office, Factory and Sales Force are all pulling together, co-operating in every conceivable manner for the sake of the division standing. And, of course, the District is winning her way day by day to success.
TORONTO DISTRICT.



At this time let every man do his full duty. Give business-like attention to business as business men. We cannot get maximum results through minimum efforts. Review the results of your work and ask yourself this question: "Have I played fair with myself?"
J. W. BURROWS,
District Manager.

J. W. BURROWS,
District Manager.



July is going to be a big month, undoubtedly the largest San Francisco has ever had. Our boys are going to come through with a big contribution, they are speeding up now. July is going to be a banner month here in the West.

D. S. JOHNSON,
Western Manager.



Mr. O. K. Nelson is a wide-awake Toronto representative. He is a splendid salesman due to the fact that he keeps everlastingly at his work and studies his chances to make high class sales.

We are sort of expecting to learn that Mr. C. L. Stebbens is "burning" bases in the Toronto Salesman's League this month." C. L. is a new man but we understand he knows considerable about getting in home of sales secured.

By last reports C. B. Doyle of the Dallas district is certainly doing a very satisfactory business.

Mr. J. T. Renick is out with the rest of the St. Louis boys to win the Honorary Degree of Bowser Pacemaker.

Mr. B. F. Martin of Chicago is marching over his territory to double quick time these days. We'll wager his business is good.

It is a "sure thing" Chicago can and is doing a good business selling kerosene outfits. We are working up this profitable line and we have proof that we can do even more than we have been doing in the kerosene game by putting our efforts strongly on this type of equipment.

T. D. KINGSLEY,
District Manager.



We have a splendid opportunity to win the 2P, but to do this we must make GAINS each week. Prosperity is in the air—everywhere. The Michigan Office must get her share and we can't do this by wishing either. We must get busy and stay busy. A. S. BOWSER, District Manager.



There isn't a slacker in the Ohio Division. I. L. WALKER, District Manager.



A long pull, a strong pull, and a pull all together and Albany will do the trick—and the Cup is ours. W. M. MANN, District Manager.



Mr. J. W. George is working for more business every day. Mr. George wants to make the Club this year, and it is likely he will.

The Ohio Boys are certainly proving themselves to be salesmen. Mr. E. Steinhäuser, Mr. I. K. Jacobs, Mr. D. W. Newland, and Mr. W. J. Bates are all Honor Men in their District.

Mr. Everett L. Thompson is working very earnestly these warm summer days. Good luck, Mr. Thompson. We want to see you in our town next January with the rest of the Albany boys.

Mr. P. S. Cornell is one of our Toronto men who has had to do with the making of Bowser Canadian history for nearly three years. Mr. Cornell is getting along nicely in his territory.

Mr. A. L. Martinson knows it is a fine thing to rub shoulders with the boys at the January Convention and learn from them their methods of handling the Bowser line. Because Mr. Martinson does know this—he is working hard for Pacemaker Membership at the present time regardless of the fact that he but recently joined the St. Louis aggregation.

Mr. F. N. Butts is scoring home runs for St. Louis at this particular season of the base ball excitement.

Mr. George G. Davey of St. Louis knows how to pull for broader business. He is making good in his territory.

Mr. R. S. Curtis, a comparatively new man in the Toronto Sales Force, is keeping his sales moving consistently this month.

Mr. C. O. Hottel of San Francisco is "going good" this month. Congratulations. You have our best wishes for an ever increasing amount of trade.

Mr. R. S. Gilchrist is working earnestly for a most successful campaign in the Bowser field in Canada. You have our sincere wishes for your success, Mr. Gilchrist.

Mr. C. C. Shields is a new man in the Albany territory. We hope soon to enroll his name with the names of the men who win notice on that District's Honor Roll.

Mr. H. A. Stitzel and Mr. J. P. Shannon of Chicago are going to enjoy studying our new equipment in the making this January. A guide has already been chosen to take these two gentlemen through the shop. Now land your prospects, gentlemen, and we'll see you both soon.

Our Atlanta Leaders are not doing the impossible. They are only doing what they started out to do at the beginning of the year. They are securing their quota, and you and every Bowser Salesman can do exactly the same thing, in exactly the same determined manner. Just put your hand to the plow and push! H. C. CARPENTER, District Manager.



The "Knickerbockers" of New York are showing what lineage means these days. C. H. DAVIES, Acting District Mgr.



The man who feels his work means as much to him as to the people who employ him is the man who should be watched because such a man is worthy of cultivation—will carry responsibility and strengthen himself for filling an eminent position. H. W. BROWN, District Manager.



If you would make use of your time and opportunities you could be in the 500th Class today. Many "Lube" outfits could be that isn't. Let's all get up and boost ourselves! R. E. FLEMING, District Manager.



It is our patriotic duty and our business duty to think and preach optimism at every opportunity. B. L. PRINCE, District Manager.



The success our producers create is no secret. Our men have won place and name through hard work, through uniting their efforts with the efforts of the house. H. C. STORR, District Manager.



MRS. H. F. BABBITT THANKS PACEMAKERS' CLUB

To the Members of the Pacemakers' Club:

As Mr. Babbitt is still incapacitated, I am writing to thank you all for the wonderful flowers which came to him in the hospital some time ago.

I never saw more beautiful American Beauty roses, and they did much to cheer his heart and brighten his room.

But more than the good cheer, they have done much to relieve the worry and anxiety over business which Mr. Babbitt has felt during his long illness.

For all these evidences of friendship and faith, we thank you more than words can express.

Very sincerely yours,

(Signed) KATHERINE D. BABBITT.
(Mrs. H. F.)

July 3rd, 1917.

It may be of interest to you to know that our Cincinnati head salesman, Mr. Carver Wood, has just closed an order covering Oil Storage Equipment amounting up into the thousands.

This is mighty fine business, we claim.

Mr. S. F. Taylor sold a half a thousand dollar Factory order last month. He is one of the men who is putting Albany within one of the top of the District Office Standings.

Mr. Lee Kuhn is proving himself to be a Memphis Star when it comes to the sale of Lubricating equipment. So is Mr. E. P. Walker and Mr. E. E. Lowe.

Mr. C. Townsend is a modest fellow, but surely it isn't too much for us to say publicly that Mr. Townsend is a good salesman and has been doing a consistent business in the Toronto District this year.

Mr. O. C. Wilson is an Indiana Recruit undergoing training in the Bowser lines at the present time. We hope Mr. Wilson will enjoy selling our equipment, and that he will find his business both profitable and interesting.

Mr. W. D. Heslin who has been with the rest of the Toronto aggregation but a short time has started in right to make a high class Bowser representative of himself.

Mr. S. A. Collins sold Cut 41's last week for glory of Albany.

Mr. L. F. Greer is proving himself to be a strong addition to the Dallas Sales Force.

We'd like a little news from Mr. J. S. Bronson. From past reports we have studied we know he must be coming along fine, but we're somewhat interested in specific information. Do you suppose St. Louis could give us a few facts?

Mr. J. W. Carlson, the New Man in Indiana, is surely doing exceptional work for a beginner. We have received many favorable notices concerning the high class orders he secures. You are to be sincerely congratulated, Mr. Carlson, on the business you are doing, and upon the expert manner in which you go about your work.

Mr. F. H. Richardson is doing his patriotic share of the country's work this spring. He is doing a nice business in his Albany territory, he is a subscriber to the Liberty Bond proposition, and he has consented to have his son train in the Officers' Reserve Corps in the east.

Mr. B. D. Jeffery has been doing some very commendable work of late. Mr. Jeffery is a Chicago representative.

Whenever the name of Harrisburg's Mr. E. L. Milliron appears we all know he has been doing good work for his district. Good work is a custom Mr. Milliron always observes. At the present writing this gentleman is working hard to lift the Harrisburg standing. Let it be understood at once too that he is succeeding.

Mr. Frank Sullivan and Mr. R. L. Matthews of Dallas are demonstrating what can be accomplished in the way of selling lubricating business.

Mr. A. Chapman of New York knows he is working for a concern that manufactures only the very best grade of oil handling equipment on the market. With such a backing he feels he has the right to be enthusiastic.

Mr. A. B. Coffey has joined the Louisville Sales Aggregation.

Among those Albany representatives who are selling kerosene equipment we want to mention especially the work of Mr. C. A. Page and Mr. H. R. Steele. These two men have done well in this line of the Company's business.

Here are the names of some Memphis men who build and fight well: Mr. E. P. Dolan, Mr. S. C. Johnson, Mr. Eugene Burch, Mr. L. L. Patterson, and Mr. C. R. McLaughlin.

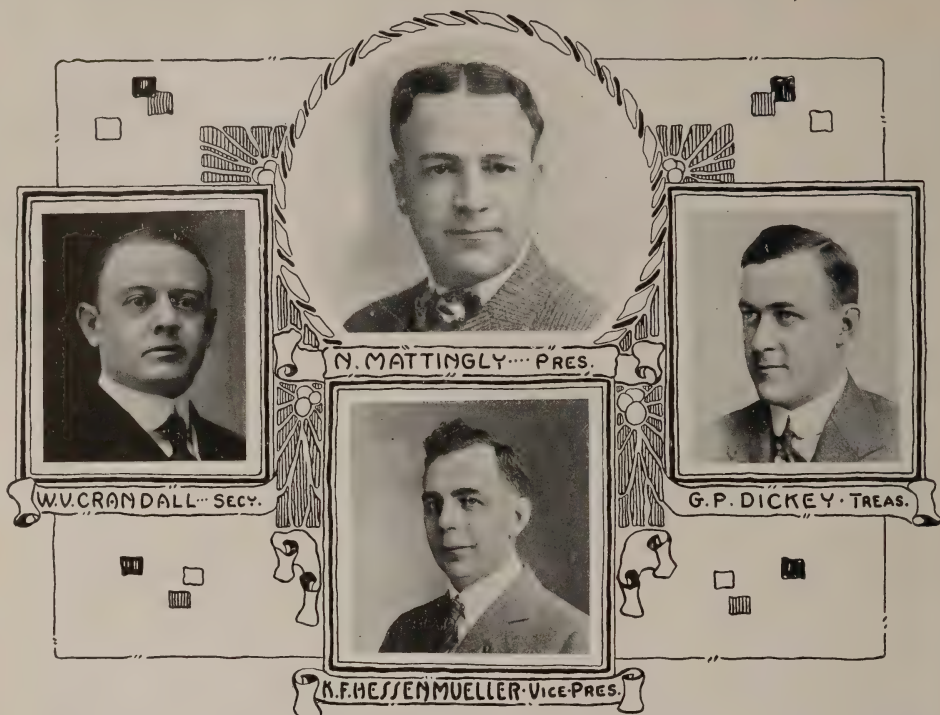
Mr. T. S. Henderson of Chicago is doing very well in his District this month. Keep on "hitting 'er up," Mr. Henderson.



THE PACEMAKERS ARE COMING



OFFICERS OF THE PACEMAKERS' CLUB, 1917



NOAH MATTINGLY DENVER DISTRICT PRESIDENT, 1917

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service September 3.
1914—Director, elected June 27.
1915—Pacemaker, elected August 9.
1916—Director, elected August 29.
1917—President, elected March 15.

Four years ago when a certain new salesman stepped into the Pacemakers' Club and a Directorship the Boomer congratulated him and predicted a splendid career as a member of the Bowser family. We have the great pleasure of again congratulating Mr. Mattingly upon his achievements, this time upon gaining the presidency. As every salesman knows, this is no empty honor but one that stands for a continued and tremendous effort, a worthy putting forth of the best efforts of a worthy man. It reflects clearly the strength and the ability of the man.

K. F. Hessenmueller HARRISBURG DISTRICT VICE PRESIDENT, 1917

Fourteen Years with
S. F. BOWSER & CO., Inc.
1903—Entered Bowser service January 4.
1913—Pacemaker, elected October 16.
1914—Pacemaker, elected July 21.
1915—Pacemaker, elected December 1.
1916—Pacemaker, elected July 1.
1917—Vice-President, elected March 17.

For four years a Pacemaker and now the side partner to the President—a splendid record for this big producer from the Harrisburg camp. For a good many years Mr. Hessenmueller has been carrying the little book and the big case. He has met and cracked most of the hard nuts that a man meets on the road, met them fairly and squarely as a good fighting man should. Our commendations are with him in the new honor to which he has attained.

W. V. CRANDALL DENVER DISTRICT SECRETARY, 1917

Nine Years with
S. F. BOWSER & CO., Inc.
1908—Entered Bowser service April 7.
1912—President, elected April 10.
1913—Vice-President, elected May 3.
1914—Vice-President, elected April 15.
1915—Treasurer, elected May 3.
1916—President, elected April 13.
1917—Secretary, elected March 29.

There is one name that always appears in the list of the Big Four of the Pacemakers' Club—Mr. W. V. Crandall. By systematic, intensive culture of his territory he always manages to land himself in the first rank. There is much to be said about Mr. Crandall—his record speaks for itself and stands an inspiration to every Bowser salesman. We are pleased to again have the privilege of speaking of the fame and fortune of one of the Company's loyal workers.

G. P. DICKEY ST. LOUIS DISTRICT TREASURER, 1917

Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service September 2.
1915—Pacemaker, elected October 28.
1916—Pacemaker, elected October 4.
1917—Treasurer, elected April 17.

St. Louis usually manages to contribute her share of those who sit in the big chairs of the Pacemakers' Club and this year she has not departed from her custom. Mr. G. P. Dickey is the St. Louis man who has this time fought his way up to the position of Treasurer. Mr. Dickey is an aggressive gentleman who is quite accustomed to getting the things he goes after, but does it so tactfully and diplomatically that every one likes him the better for it. The way to the top stretches before him and we venture to guess that we may hear from him again next year this time.

DIRECTORS OF THE PACEMAKERS' CLUB, 1917



MEN ARE KNOWN BY THE RECORDS THEY MAKE

W. C. SUTTON INDIANA DISTRICT

Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service
January 26.
1917—Director, elected
June 23.

N. PAQUETTE TORONTO DISTRICT

Seven Years with
S. F. BOWSER & CO., Inc.
1910—Entered Bowser service
January 20.
1913—Pacemaker, elected
July 11.
1914—Director, elected
July 31.
1915—Pacemaker, elected
October 9.
1916—Director, elected
June 22.
1917—Director, elected
April 20.

C. R. EGGLESTON ALBANY DISTRICT

Twelve Years with
S. F. BOWSER & CO., Inc.
1905—Entered Bowser service
December 1.
1912—Pacemaker, elected
November 29.
1913—Pacemaker, elected
October 31.
1914—Pacemaker, elected
August 18.
1915—President Pacemaker
Club, elected April
22.
1916—Director, elected
August 11.
1917—Director, elected
April 21.

G. W. SCOTT NEW YORK DISTRICT

Eight Years with
S. F. BOWSER & CO., Inc.
1909—Entered Bowser service
February 23.
1913—Director Pacemaker
Club, elected August
7.
1914—Director, elected
August 17.
1915—Director, elected
October 29.
1916—Director, elected
June 3.
1917—Director, elected
May 1.

B. A. DEFFLER CHICAGO DISTRICT

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service
May 5.
1914—Pacemaker, elected
May 15.
1916—Pacemaker, elected
September 14.
1917—Director, elected
May 2.

R. D. ECKEBERGER MEMPHIS DISTRICT

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service
August 28.
1915—Pacemaker, elected
December 22.
1916—Director Pacemaker
Club, elected August
8.
1917—Director Pacemaker
Club, elected May 24.

R. W. JEWELL DENVER DISTRICT

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service
November 26.
1914—Pacemaker, elected
August 31.
1915—Pacemaker, elected
August 14.
1916—Treasurer Pacemaker
Club, elected May 13.
1917—Director Pacemaker
Club, elected May 3.

H. A. VORTIGERN HARRISBURG DISTRICT

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service
September 22.
1914—Director, elected
November 5.
1915—Director, elected
August 24.
1916—Pacemaker, elected
July 24.
1917—Director, elected
May 28.

R. L. MATTHEWS DALLAS DISTRICT

Five Years with
S. F. BOWSER & CO., Inc.
1912—Entered Bowser service
May 23.
1913—Treasurer Pacemaker
Club, elected June
6.
1915—Pacemaker, elected
October 6.
1916—Pacemaker, elected
August 18.
1917—Director, elected
June 1.

E. R. BIRD SAN FRANCISCO DIST.

Ten Years with
S. F. BOWSER & CO., Inc.
1907—Entered Bowser service
August 1.
1912—Pacemaker, elected
November 23.
1915—Pacemaker, elected
November 16.
1916—Pacemaker, elected
August 22.
1917—Director, elected
April 18.

H. T. PURDY ATLANTA DISTRICT

Nineteen Years with
S. F. BOWSER & CO., Inc.
1898—Entered Bowser service
February 1.
1912—Director Pacemaker
Club, elected August
14.
1913—Pacemaker, elected
December 16.
1914—Pacemaker, elected
December 14.
1915—Director, elected
August 5.
1916—Director, elected
June 21.
1917—Director, elected
June 23.

J. T. GIBBONS WASHINGTON DISTRICT

Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service
August 20.
1915—Pacemaker, elected
November 15.
1916—Pacemaker, elected
September 12.
1917—Director, elected
June 26.

PACEMAKERS—1917

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER

R. CODDINGTON



Seven Years with
S. F. BOWSER & CO., Inc.
1910—Entered Bowser service April 15.
1912—Pacemaker, elected December 19.
1913—Pacemaker, elected September 25.
1914—Pacemaker, elected October 3.
1915—Director, elected June 5.
1916—Director, elected May 17.
1917—Pacemaker, elected May 7.

Denver

PACEMAKER

E. L. MILLIRON



Eight Years with
S. F. BOWSER & CO., Inc.
1909—Entered Bowser service May 15.
1912—Pacemaker, elected December 21.
1913—Director, elected July 7.
1914—Pacemaker, elected December 19.
1915—Pacemaker, elected December 13.
1916—Pacemaker, elected July 14.
1917—Pacemaker, elected May 8.

Harrisburg

PACEMAKER

J. A. S. MEYER



Two Years with
S. F. BOWSER & CO., Inc.
1915—Entered Bowser service February 25.
1916—Pacemaker, elected October 27.
1917—Pacemaker, elected May 25.

Memphis

PACEMAKER

J. F. VONDEREMBSE



Five Years with
S. F. BOWSER & CO., Inc.
1912—Entered Bowser service July 22.
1915—Pacemaker, elected September 20.
1916—Pacemaker, elected June 29.
1917—Pacemaker, elected May 25.

Denver

PACEMAKER

J. J. MANNING



Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service February 16.
1914—Pacemaker, elected August 22.
1915—Director, elected June 29.
1916—Secretary, elected May 10.
1917—Pacemaker, elected May 28.

Chicago

PACEMAKER

A. G. HARTGEN



Seven Years with
S. F. BOWSER & CO., Inc.
1910—Entered Bowser service June 22.
1912—Director, elected November 19.
1913—Pacemaker, elected September 11.
1914—Pacemaker, elected September 23.
1915—Director, elected June 19.
1916—Director, elected June 5.
1917—Pacemaker, elected June 4.

Harrisburg

PACEMAKER

F. H. PEEPLES



Eight Years with
S. F. BOWSER & CO., Inc.
1909—Entered Bowser service December 4.
1913—Pacemaker, elected September 15.
1914—Pacemaker, elected October 27.
1915—Pacemaker, elected December 13.
1916—Pacemaker, elected June 28.
1917—Pacemaker, elected June 9.

New York

PACEMAKER

E. L. VEIRS

PHOTO NOT
RECEIVED.
WILL BE
PUBLISHED
IN LATER
I S S U E.

Two Years with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser service March 23.
1916—Pacemaker, elected October 27.
1917—Pacemaker, elected June 13.

San Francisco

PACEMAKERS, 1917

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER

M. C. BENHAM



Nine Years with
S. F. BOWSER & CO., Inc.
1908—Entered Bowser service April 15.
1912—Pacemaker, elected August 12.
1913—President, elected April 19.
1914—President Pacemaker Club, elected April 9.
1915—Pacemaker, elected September 21.
1917—Pacemaker, elected June 26.

Chicago

PACEMAKER

W. B. OFFERLE



Five Years with
S. F. BOWSER & CO., Inc.
1912—Entered Bowser service June 12.
1914—Pacemaker, elected December 17.
1916—Pacemaker, elected August 31.
1917—Pacemaker, elected June 21.

Harrisburg

PACEMAKER

R. D. LEONARD



Five Years with
S. F. BOWSER & CO., Inc.
1912—Entered Bowser service February 12.
1912—Pacemaker, elected December 10.
1913—Pacemaker, elected September 15.
1914—Director, elected July 15.
1915—Pacemaker, elected August 8.
1916—Pacemaker, elected August 14.
1917—Pacemaker, elected June 26.

Harrisburg

PACEMAKER

H. DALGAARD



Nine Years with
S. F. BOWSER & CO., Inc.
1908—Entered Bowser service February 10.
1915—Pacemaker, elected November 24.
1916—Pacemaker, elected November 2.
1917—Pacemaker, elected July 2.

New York

PACEMAKER

J. M. PRIGG



Five Years with
S. F. BOWSER & CO., Inc.
1912—Entered Bowser service September 8.
1914—Pacemaker, elected September 11.
1915—Pacemaker, elected November 17.
1916—Pacemaker, elected December 20.
1917—Pacemaker, elected June 30.

Harrisburg

PACEMAKER

R. A. DUSAULT



One Year with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser service November 16.
1917—Pacemaker, elected July 9.

Albany

It takes Mr. H. E. Morgan and Mr. S. D. Stoddard to prove they know the value of their territories in the San Francisco District.

Mr. H. G. Steinel of St. Louis is one of the kind of men whose pep makes a place for him on his District's Honor Roll. Mr. Steinel is putting in some good licks for St. Louis this month.

Mr. M. B. Peiffer, Mr. F. W. Schock, and Mr. A. G. Hartgen are thumping away at the Harrisburg Quota this month. We expect to hear that these gentlemen have handed the standing a "knock out."

Mr. James S. Whitney is another Albany representative recently come to serve this Company. Mr. Whitney is moving along in good style, and we hope to meet him personally in a few more months.

Mr. J. P. Fahey of St. Louis knows a thing or two about Bowser equipment. Mr. Fahey has been with the Company but a short time. However, he appreciates all Bowser representatives must "get wise and keep wise." Anybody say anything to the contrary?

Mr. R. M. Dartt of St. Louis understands now is the time for all good salesmen to speed up on the last half mile of track that ends Convention time. He is running on third. His eye is on the Cup for his District.



STANDING OF FORTY HIGH MEN

JUNE 25, 1917

1. W. V. Crandall.....	Denver	21. J. F. Vonderembse.....	Denver
2. E. L. Milliron.....	Harrisburg	22. R. D. Eckerberger.....	Memphis
3. K. F. Hessenmueller.....	Harrisburg	23. S. F. Taylor.....	Albany
4. W. B. Stamford.....	Harrisburg	24. A. G. Hartgen.....	Harrisburg
5. J. J. Connelly.....	Chicago	25. R. D. Leonard.....	Harrisburg
6. N. Mattingly.....	Denver	26. J. J. Manning.....	Chicago
7. R. Coddington.....	Denver	27. W. B. Offerle.....	Harrisburg
8. G. W. Scott.....	New York	28. W. C. Sutton.....	Indiana
9. C. R. Eggleston.....	Albany	29. T. L. Smith.....	Dallas
10. R. W. Jewel.....	Denver	30. E. L. Veirs.....	San Francisco
11. G. P. Dickey.....	St. Louis	31. R. L. Matthews.....	Dallas
12. E. R. Bird.....	San Francisco	32. W. A. Armstrong.....	Michigan
13. J. G. Phipps.....	Ohio	33. F. M. Kennedy.....	San Francisco
14. H. A. Vortigern.....	Harrisburg	34. H. Dalgaard.....	New York
15. N. Paquette.....	Toronto	35. J. M. Prigg.....	Harrisburg
16. B. A. Deffler.....	Chicago	36. C. M. Fredericks.....	St. Louis
17. J. R. Sibley.....	New York	37. J. T. Gibbons.....	Washington
18. J. A. S. Meyers.....	Memphis	38. C. A. Weego.....	Chicago
19. F. H. Peeples.....	New York	39. H. T. Purdy.....	Atlanta
20. W. C. Halsey.....	Albany	40. C. J. Rogers.....	Chicago

District Office Quota Standing 25th Week Ending June 30

DIVISION "A"

1. Dallas.....	B. L. Prince, Manager
2. St. Louis.....	L. E. Porter, Manager
3. Albany.....	W. M. Mann, Manager
4. Harrisburg.....	H. C. Storr, Manager
5. Chicago.....	T. D. Kingsley, Manager
6. Toronto.....	
7. San Francisco.....	D. S. Johnson, Manager
8. Atlanta.....	H. C. Carpenter, Manager

DIVISION "B"

1. Ohio.....	I. L. Walker, Manager
2. Memphis.....	H. W. Brown, Manager
3. Denver.....	C. C. Barnett, Manager
4. Michigan.....	A. S. Bowser, Manager
5. New York.....	C. H. Davies, Acting Manager
6. Washington.....	A. W. Dorsch, Manager
7. Indiana.....	J. W. Burrows, Manager
8. Louisville.....	R. E. Fleming, Manager

District Office Lubricating Standing, June 27, 1917

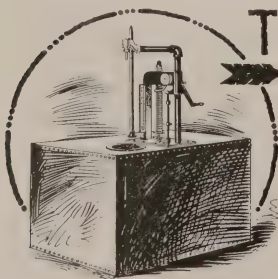
1. ST. LOUIS	5. SAN FRANCISCO	9. NEW YORK	13. TORONTO
2. DALLAS	6. INDIANA	10. OHIO	14. MICHIGAN
3. CHICAGO	7. ALBANY	11. MEMPHIS	15. ATLANTA
4. DENVER	8. WASHINGTON	12. HARRISBURG	16. LOUISVILLE

THIS STOPS THIS

Here is a Good Sales Argument for the
Cut 19 Kerosene Outfit.

Show your prospect how this equipment will clean up his oil room, do away with washing hands after drawing oil, save time, make him and his customers better satisfied, and eliminate the danger of fire and contamination of valuable food stock.

Every Grocery Needs The Bowser



July 15TH 1917.

Vol. XVI. No. II.

BOWSER BOOMER





PACEMAKERS, 1917

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER



C. J. ROGERS

Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service December 1.
1915—Pacemaker, elected August 26.
1916—Pacemaker, elected August 11.
1917—Pacemaker, elected June 26.

Chicago

PACEMAKER



F. M. KENNEDY

Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service October 11.
1915—Director, elected July 22.
1916—Director, elected August 19.
1917—Pacemaker, elected June 21.

San Francisco

PACEMAKER



F. H. KILVER

Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service July 8.
1915—Pacemaker, elected December 10.
1916—Pacemaker, elected July 13.
1917—Pacemaker, elected June 26.

Denver

PACEMAKER



F. H. SULLIVAN

One Year with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser service March 6.
1916—Pacemaker, elected November 16.
1917—Pacemaker, elected July 9.

Dallas

PACEMAKER



W. B. STAMFORD

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service March 28.
1915—Pacemaker, elected September 1.
1916—Pacemaker, elected May 10.
1917—Pacemaker, elected June 18.

Harrisburg

PACEMAKER



L. W. CROW

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service June 30.
1914—Pacemaker, elected December 19.
1915—Pacemaker, elected October 31.
1916—Pacemaker, elected August 7.
1917—Pacemaker, elected June 30.

Atlanta



PACEMAKERS—1917

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER



Chicago

G. W. ALLEN

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service
October 1.
1914—Pacemaker, elected
December 14.
1915—Pacemaker, elected
September 6.
1916—Pacemaker, elected
November 3.
1917—Pacemaker, elected
July 5.

PACEMAKER



San Francisco

F. LAUGHREY

Ten Years with
S. F. BOWSER & CO., Inc.
1907—Entered Bowser service.
1912—Pacemaker, elected
October 24.
1915—Pacemaker, elected
December 16.
1916—Pacemaker, elected
September 20.
1917—Pacemaker, elected
July 13.

PACEMAKER



Dallas

N. BROWN

Two Years with
S. F. BOWSER & CO., Inc.
1915—Entered Bowser service
October 11.
1916—Pacemaker, elected
November 4.
1917—Pacemaker, elected
July 12.



DIRECTOR

C. M. FREDERICKS

ST. LOUIS DISTRICT.
Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service
March 18.
1917—Director, elected
June 30.



PACEMAKER



San Francisco

W. C. SMITH

Eight Years with
S. F. BOWSER & CO., Inc.
1909—Entered Bowser service
March 1.
1912—Director, elected
August 3.
1913—Pacemaker, elected
October 7.
1914—Director, elected
October 16.
1915—Pacemaker, elected
December 6.
1916—Pacemaker, elected
November 27.
1917—Pacemaker, elected
June 25.



Since July 9th Dallas has had a new man, E. M. Winstead of Houston, Texas. Welcome to the crowd.

On June 21st the Memphis Office received an order from J. H. Smith covering one twenty-barrel, Cut 102 and two Cut 154 outfits.



BOWSER



BOOMER



The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate EditorDEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XVI

JULY 15, 1917

No. 2



PUTTING THE ADVANCE PRICE INTO EFFECT

"These are the times that try men's Souls."

That was the remark of a great statesman in time of war. He had reference to unforseen conditions that were constantly arising to shake the national confidence, the patriotism, the courage and the moral character of every citizen.

That famous quotation from a great thinker expresses a warning to the weak and a profound compliment to the strong and courageous.

Fortunately we are not beset by the immediate disasters of war in our own country just now, although we will feel the effect of our share in the great world war, but this, the greatest conflict the world has ever seen, is disturbing the foundations of our commercial life and constantly changing the accustomed routine of the manufacture and distribution of practically all lines to such an extent that we may apply the thought expressed above to market conditions of today.

This has reference to the increasing cost of raw materials and labor in practically every line and the consequent steady advance in prices on goods that are so affected—thus making it necessary for you to put the advance price into effect in your work as the advance price is forced upon us.

Therefore, we may say that these are the times that try the leadership and generalship of salesmen in their respective fields.

We aim not to quote an advanced price until we are forced to do so by the pressure behind us—and we are willing to believe that practically all men engaged in business today are conducting their affairs on the same principles.

Many buyers are inclined to look upon advances in prices with suspicion—they either believe or pretend to believe that similar goods can be bought at the same old figures—and even if they have already been advised of the advance by others they may decline to purchase merely in an effort to retaliate, or with the idea that there may be a decline before they actually need the goods.

But all the while you know that the new price must be maintained by others as well as yourself.

You do not want to leave without the order because you know that someone else will get it if you don't—and that whoever gets it will be forced to charge as much or more than you do for the same character of equipment.

It is therefore necessary to maintain and exercise a spirit of helpfulness toward your man—go into details as to the conditions which make the advanced price necessary—play upon his business judgment and strengthen his confidence in the methods of your house and you as its representative.

Remember that the fellow who is right has no cause to lose his equilibrium and the fellow who is wrong cannot afford to.

Putting the new price into effect, even with old friends and customers, usually amounts to selling them over again and your reserve force of tact, kindness, forbearance and perseverance will enable you to leave your customer sold and satisfied with his purchase.

The advance in price is an occasion to try the true mettle of salesmanship. To the "Weak Sister" it affords a satisfactory excuse why "it can't be done"—while those of true blue character accept it as an opportunity to add new honors to their records of success.

THE MAN WHO STICKS

The man who sticks,
Has his lesson learned;
Success don't come by
Chance,—it's earned
By pounding away!
By good hard knocks
Making stepping stones
Of stumbling blocks.

(Contributed by Mr. P. P. Robins, Denver District.)



CO-OPERATION

BOWSER

SERVICE





MOTHER OF MR. L. L. BROWN DIES

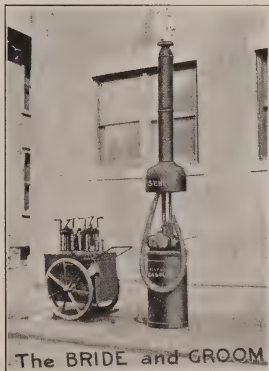
Information has just reached the Boomer Office telling of the illness and death of the mother of Mr. L. L. Brown of the Dallas District. The deepest sympathy of this department and the whole organization is extended to Mr. Brown in this his hour of grief.

Good reports are coming to the Office concerning the work of J. W. Hagerty of the Toronto Sales Force. A recent sale of Mr. Hagerty's was a 1,000 gal. tank to a hardware store.

BRIDE AND GROOM

Mr. George Roos of the Harrisburg District sends in this picture of a happily wedded couple. The snap was taken before the establishment of the Johnston Auto Company and represents the two helpmeets comfortably settled in their new home.

Mr. Roos is having a very successful summer. A recent report credits him with fifteen outfits sold in sixteen hours and a little later in the week six sales effected with four calls . . . all of which indicates that Mr. Roos will probably be a Pacemaker by the time this is printed. Good luck to him and thanks for the interesting picture.



The BRIDE and GROOM

N. B. White's name again appears at the top of the Louisville Honor List. We have decided that this salesman's initials stand for "None Better." Are we correct?

Albany is claiming precedence as usual. This time it is in the matter of fish caught. F. W. Devereux comes forward with a tale of a three and a half pound bass lifted from the lake. Next!

QUALITY

It is doubtful if any word that means so much has been bandied around so relentlessly as "quality." It is the careless claim of the imitator, and the sincerest bulwark of the worthy manufacturer, but no matter how much it is used or misused, quality is a persistent reality.

Quality is all good things blended. In a Bowser product it is the union of the best in materials, the best in workmanship, and the topmost in supervision and earnest endeavor.

Quality displays itself through use. It is pointed out by experience, and soon or late the public demand sifts the true from the false, and a line of goods becomes standard.

Bowser is the standard, since 1885.

W. C. Smith of San Francisco is not overlooking coal-oil and paint oil sales at this time. In the past thirty days he has sold several outfits for the handling of these liquids.

E. E. Lowe was a visitor at the Home Office early this month. Mr. Lowe was accompanied by Mrs. Lowe. Reports indicate that he is well on the way to Pacemakership for this year. Good luck and come again. Mr. Lowe is from the Memphis District.

D. Moore was a visitor at the Home Office the latter part of the week ending July 14. Mr. Moore is a Louisville representative of the Company and as loyal a Bowser man as ever carried the line. It is said that he is never down-hearted and never knows when to quit work, all of which might have been inferred from his record of achievement while with the Company.

YOU CAN'T KEEP A GOOD MAN DOWN

There was a man in our town

And he had broken arches;

The U. S. Army turned him down—

He couldn't stand the marches.

But when he found his feet were lame,

With all his vim and vigor

An aviator he became

Where flat-foot cuts no figure.

(Contributed by Mrs. R. E. Fleming, wife of Mr. R. E. Fleming, Louisville District.)



This is just the season of the year for you fellows to stack up points. This is also, and for the same reason, just the season of the year for you to sell the General Line.

A. W. DORSCH,
District Manager.



Up on your toes, fellows! Increase your stride! We want to keep the Cup with us—not for the vanity of the thing, you understand—but because we want to be identified as workers and winners.

H. C. STORR,
District Manager.



Production is gaining on sales. Keep humping and you will have the pleasure of rubbing elbows with the liveliest bunch of business-getters in the world in January.

L. E. PORTER,
District Manager.



A good start, unless sustained, amounts to no more than—a good start. Remember that, boys, now you are on the home stretch.

C. C. BARNET,
District Manager.



I want each and all of you to sit down beside yourselves and spend an hour in self-analysis. Hold a little court all alone. Be prosecuting attorney and defendant. Let the prosecutor shoot a few questions and see how you stack up with yourself.

R. E. FLEMING,
District Manager.



Sales success is not so much a question of territory, or location, as it is of work, plus this one thing—real salesmanship.

J. W. BURROWS,
District Manager.



Opportunity has no favorites. She will meet any one of us at any time or place. We should be ambitious to cultivate her favors and keep our appointments with her scrupulously—and not be one of the late people, one of the chronic misers—out.

W. M. MANN,
District Manager.



We want to ask you particularly to do this—realize that you are a part of the S. P. Bowser Company—that you have been taken into the firm's confidence because they have confidence in you. We want you to know positively that those responsible here at Fort Wayne are backing you up and getting things in such shape that we will be able to take care of every dollar's worth of good business that you can send in to us.

L. P. MURRAY,
Mid-Western Manager.

As usual, J. L. Bowie of Louisville is aviating with the "flying four." In every mail we receive commendable reports of Mr. Bowie's work.

News from Memphis! E. P. Dolan is gaining fame and fortune through the sale of Paint Oil Equipment.

From Washington come great reports of the work of W. G. Chandler.

J. E. Jeffreys recently sold the following order to a large stock farm in his Washington territory:
One 10 bbl. Cut 41. Kerosene.
One 3 bbl. Cut 41. Gasoline. F. C. W. O.

F. E. Walters is to be congratulated, boys. He is the father of a baby girl. From now on he is more than going to scratch for prospects out in his San Francisco territory.

E. R. Bird of San Francisco will be several times a Pacemaker if he continues to send in business at the rate he has been sending it in during the past six months. Mr. Bird is a very thorough salesman. Throughout his territory he is known personally.

Another visitor at the Factory this week was J. A. S. Meyer, Memphis Pacemaker.

A. C. Van Auker secured an order last week for three power wheel tanks. Mr. Van Auker been doing a splendid factory business all year.

L. B. Gilbertson of San Francisco sells the entire Bowser line. percentage he makes on items alone supplies his "Fly" with gasoline and tires and keep it in excellent repair.

Charles R. Monroe, who is Indiana salesman under Mr. Rodna, has been enjoying a vacation for the past few days. Mr. Monroe is in Madison resting in order to do a big work for the remainder of the year.

Because we have Toronto District our actual production for bolt and rivet appreciate their visit to the Home Plant and upon all our memberships this year, machinery build (TO

Coast Survey by

Business is good and coming from all sections of the country. The improvement in the Factory is wonderful. It is the business place you ever saw.

As the to come in the Sa creasing stronger year ever ing a stes

Coast Generals



Production is immensely increased. If you men might spend an hour in the Factory you would be the most enthusiastic bunch on earth.

SAVERCOOL,
Sales Manager.



For years S. F. Bowser & Co. have been the acknowledged leaders for safe storage of gasoline and oil. Today many Laws and Insurance Regulations in active effect are the direct result of the information this Company has furnished. By Government and Insurance Officials we are looked up to as authorities on the subject of handling oil. When you salesmen consider these facts you know you are representing the greatest concern of its kind in the world.

R. S. COLWELL,
Eastern Manager.

We are all doing much better this year in the sale of Dry Cleaning Equipment than we did last. Dry Cleaners are all doing a large business at this time. Many of them need additional storage tanks and complete new systems. Work this line.

T. D. KINGSLEY,
District Manager.



In this issue of the Boomer we want to introduce H. W. Bell as the Kerosene Salesman of the Ohio District. Mr. Bell is an intrepid gentleman. He dared enter into the Natural "Gas" Territory—where kerosene outfits they say cannot be sold—and there in that impossible territory Mr. Bell calmly secured three very nice orders for Bowser Kerosene Equipment.

W. N. Daniel of the Washington District has just joined the Coast Guard Artillery of North Carolina

F. N. Butts of St. Louis sold one thousand dollars' worth of business during the third week in June. R. F. Kimball of the same District came very close to that average in his sales standing for the week.

C. F. Comstock, special Michigan salesman, was in Fort Wayne during the second week of July and called at the Office. Mrs. Comstock and daughter Billy were with him on this visit.

D. S. Johnson, Manager of the San Francisco Office, has made an extended trip through Utah, Nevada, and the Northwestern territory. During his absence, his assistant, E. C. Marsh, took charge of the Office.

The opinion the Dallas salesmen hold as to what position they wish to maintain in the Lubricating Oil Contest is just what decides that Dallas holds her lead, keeps first place. "Its all in the state of mind."

B. L. PRINCE,
District Manager.



Did you ever stop to think how important you are to this organization? Don't believe that because you are not the biggest producer you have no part in the business. The very fact that you have a territory and a Bowser contract is of great importance to you and to us. The success of the Plant actually depends upon your personal success. You have it in your power to win the Cup for the Memphis District.

H. W. BROWN,
District Manager.



"Tis neither Fortune, Wealth, or Fate, but 'Get Up and Get' that makes men great."

A. S. BOWSER,
District Manager.



Don't lose sales on account of delivery! Make your prospects want Bowser equipment so bad they will not mind waiting ten weeks if necessary for their outfits.

C. H. DAVIES,
Acting District Manager.



You salesmen can sell KEROSENE equipment as well as you can sell any other kinds. You all have kerosene prospects somewhere in your respective territories. Put some "kero" orders across this next week.

I. L. WALKER,
District Manager.



Get on the Atlanta List of Big Producers! You can crowd your way to the top. It isn't too late to outstrip this District's acknowledged leaders!

H. C. CARPENTER,
District Manager.



in the To-
interested in
equipment, bolt
by more than
of visiting
ion. Depend
maker Mem-
see the new

T OFFICE.



NOW IS THE TIME

Never have the workers of Great Britain earned as much, spent as much as since the outbreak of this war.

And the workers, the farmers, the miners, and the manufacturers of the United States are now entering an era of war prosperity even greater than that of the past three years.

The LIBERTY LOAN is not taking a dollar out of the United States. It means that our allies will make greater purchases than ever, and that the Federal Government will pay their bills on a loan.

An American army of 1,500,000 men must be housed, clothed, transported, equipped and fed, which means **constant** work at high pay for every able-bodied man, and for thousands of women who never earned a dollar in wages heretofore. It means a **purchasing power** of incredible proportions.

MARKERS ON MR. H. O. CUDDIE'S TRAIL

These three outfits were sold in Moose Jaw within one month by H. O. Cuddie. They are all installed on one street and within two blocks are three more Bowser equipments, making a total of six installations within two squares. This shows what an enterprising salesman can do in territory that the mediocre man would plead was "filled up." It is Mr. Cuddie's plan to sell the equipment where it is needed and not to bother about excuses. That attitude perhaps explains his excellent sales record.

The Bowser Company has recently completed installations in the largest and finest garage in the world—the Mary Pinchot garage,—located in the very heart of New York city. That fact certainly speaks for the general acceptance of Bowser goods as the standard of their kind.

Therefore, now is the time to sell all lines, especially kerosene and lubricating oil equipments.

Clean up on all outside quotations.

L. W. PORTER,
District Manager.

O. T. McKissick is a this year's man in Dallas District but he is doing excellent work. He seems to be one of the type of men who know and sell the line from the first.

Since July 18th Mr. and Mrs. J. C. Long are the parents of a little daughter, Josephine Eleanor Long. Atlanta sales should now take a big boost.

One of Harrisburg's new Pacemakers, Mr. W. B. Offerle, visited us at the Home Office last week. Mr. Offerle is one of the hustlers from his District. In general he wins success by building up a mountain of medium sized orders, though this year he has been sending in some good large ones to swell the total.





Cut 115 CELLAR OUTFIT

FOR

Paint Oils
Kerosene
and Lubri-
cating Oils

Every Factory, Hard-
ware and Paint Store
needs it.



R. A. DUSAULT MARRIED

From Albany comes a belated announcement that R. A. Dusault has stirred up the waters of the Sea of Matrimony by his recent marriage. Mr. Dusault is one of the youngest members of the Albany sales force and has already made a great record as a salesman. We extend our congratulations and best wishes to Mr. and Mrs. Dusault and prophesy a flood of orders in Albany Office from now on.

C. B. Merrill edged into Albany's Tenacious Ten again for the week ending July 21.

Albany reports W. F. Wickham as among those securing good lubricating business recently.

A short time ago Eugene Burch contributed to the happiness of the Memphis District by selling a cooking oil equipment.

J. L. McMorris of Chicago recently secured a \$1,610.00 dry cleaning order. Mr. McMorris is on the road to Pacemaker Membership.

ATTENTION!

You boys who have been with the Company since the first of the year, have you worked your entire territory in strict accordance with your Calling List System? Have you called upon every possible user of our equipment in all the inland towns in your territory as well as those on Railway Lines? Have you sent in your Daily Reports covering each and every call you made so we may check up our copy of your Calling List? Are there any names remaining on your Calling List opposite which you have made no entry? If there are not, and you have worked each County in your territory on the Calling List System, then you have covered your territory and are ready to start your second trip—but, if not—then your territory has not been covered in the manner productive of best results.

Are there Counties in your territories in which you have failed to place a GASOLINE, KEROSENE, LUBRICATING, PAINT OIL or COOKING OIL OUTFIT? If so, NOW is the accepted time in which to make up this omission by rounding out those Counties on all of the above mentioned lines.

—H. C. CARPENTER, Jr.

IT IS PART OF HIS RELIGION



From Salt Lake City, Utah, comes the following letter by Mr. S. J. Redford, Louisville Office.

Dear Mr. Kagay:

I have not met Mr. C. O. Hottel but the enclosed picture is of one of his sales. It is taken before the establishment of the Deseret Live Stock Company of Woods Cross, Utah. Mr. Howard, the man-

ager, is standing at the right. "Part of my religion" he said, "is to be happy and buy the best."



BOWSER



BOOMER



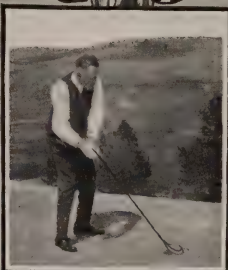
WILL THEY LET CHARLIE RIDE
IN HIS OWN CAR? MAY-BE!



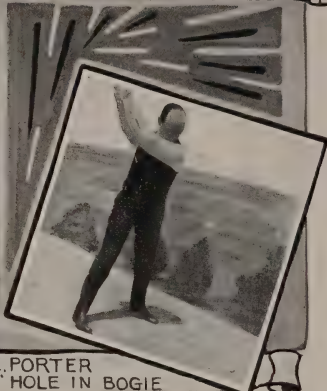
T.D. KINGSLEY, C.J. ROGERS, L.P. MURRAY
J.C. WARD F.E. BRAGG, F.S. HENDERSON



T.D. KINGSLEY,
ALL SET-FOR!



L.P. MURRAY ON THE GREEN



L.E. PORTER
N'TH HOLE IN BOGIE

LETTING GO

Business men are never quite the biggest business builders that they might be until they have learned the difficult lesson of forgetting business. It is a stern law of nature that we must rest our bodies and our minds and the wise man obeys that law and comes back from his play with his vision broader and clearer and his energies restored.

The above picture speaks for itself—just some of our big Bowser men out under the open sky, letting loose of business for the moment. It was taken at Sioux City, Iowa, and was forwarded to us through the courtesy of C. J. Rogers. It tells a story we all should know.

Griggs Walker is another Atlanta man to come forward with a good Saturday's record. To prove that the old idea that Saturday eggs will not hatch is false, Mr. Walker sends in a splendid order for July 14.

The New York office writes that they have been recently honored by a visit from H. C. Carpenter, Jr., of the Atlanta District.

Harrisburg seems blessed with babies this month. Kathryn Jane is the name of a newcomer in the household of C. L. Powell, Assistant to District Manager Storr.

Albany Office gathered in a fine cluster of private garage orders for the mid weeks of July. G. W. Elliott was one of the main contributors.



CO-OPERATION



SERVICE





COLUMBIA CALLS

There's a bugle note in the silent street,

Then an echo loud and clear,
Come the young man's cry as he stands salute,
"Columbia calls—I'm here!"

Above are two Bowser salesmen who have responded to the call. The one is W. F. Paul, assistant to Manager L. E. Porter of the St. Louis District, and special Booster correspondent. The other is George C. Hexamer, a very efficient young Factory salesman of Philadelphia. Mr. Paul has entered the Quartermaster's Department of the Army, while Mr. Hexamer has volunteered his services to the Navy.

E. F. Klotz has just sold several lubricating oil outfits. He has also distinguished himself by purchasing a canary yellow straw hat.

On June 25th Walter Snapp's name stood in second place on the St. Louis Honor Roll.

HOW ABOUT IT?

1. Did you work every day last week?
2. How many actual demonstrations did you make?
3. Did you make an earnest endeavor to sell a "Lub" outfit to the fellow having a Bowser gasoline filling station? The man who handled his "Lub" oil in non-measuring tin cans?
4. Did you work each grocery store you passed, concentrating your entire battery of sales arguments in an attempt to make that merchant handling 150 gallons of Kerosene per week throw away his old faucet tank and substitute a Bowser?
5. Did you not pass by the hardware stores with this sop to your conscience: "What is the use of wasting time on these paint oil dealers, they would not buy on a bet"?
6. Did you look up the various oil company agents and get acquainted with the tank wagon drivers?
7. Did you make it a point each night to rehearse your work of that day to see wherein you failed to make a sale on each particular call?
8. Did you make it a point each night at the hotel to be a good fellow with the grocery, produce, hardware and other general line salesmen, with the object of getting a line on the oils, quantities sold, method of handling, and the best way to approach buyers of the different stores, garages and plants in the country through which you are traveling?

—R. E. FLEMING.

Ain't It a Grand and Glorious Feelin'?—By Briggs





STANDING OF FORTY HIGH MEN

JULY 10, 1917

1. E. L. Milliron	Harrisburg	21. A. G. Hartgen	Harrisburg
2. W. V. Crandall	Denver	22. R. D. Eckerberger	Memphis
3. K. F. Hessenmueller	Harrisburg	23. J. J. Manning	Chicago
4. W. B. Stamford	Harrisburg	24. W. B. Offerle	Harrisburg
5. J. J. Connelly	Chicago	25. R. D. Leonard	Harrisburg
6. R. Coddington	Denver	26. W. C. Halsey	Albany
7. N. Mattingly	Denver	27. H. Dalgaard	New York
8. G. W. Scott	New York	28. S. F. Taylor	Albany
9. C. R. Eggleston	Albany	29. W. A. Armstrong	Michigan
10. R. W. Jewel	Denver	30. W. C. Sutton	Indiana
11. E. R. Bird	San Francisco	31. E. L. Veirs	San Francisco
12. G. P. Dickey	St. Louis	32. J. M. Prigg	Harrisburg
13. J. G. Phipps	Ohio	33. R. L. Matthews	Dallas
14. N. Paquette	Toronto	34. C. M. Fredericks	St. Louis
15. B. A. Deffler	Chicago	35. F. M. Kennedy	San Francisco
16. H. A. Vortigern	Harrisburg	36. H. T. Purdy	Atlanta
17. F. H. Peeples	New York	37. M. C. Benham	Chicago
18. J. F. Vonderembse	Denver	38. J. T. Gibbons	Washington
19. J. R. Sibley	New York	39. T. L. Smith	Dallas
20. J. A. S. Meyer	Memphis	40. W. B. Jameson	San Francisco

District Office Quota Standing 26th Week Ending July 7

DIVISION "A"

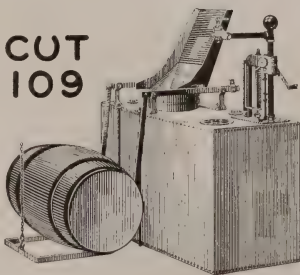
1. Dallas	B. L. Prince, Manager
2. St. Louis	L. E. Porter, Manager
3. Albany	W. M. Mann, Manager
4. Harrisburg	H. C. Storr, Manager
5. Toronto	
6. Chicago	T. D. Kingsley, Manager
7. San Francisco	D. S. Johnson, Manager
8. Atlanta	H. C. Carpenter, Manager

DIVISION "B"

1. Ohio	I. L. Walker, Manager
2. Memphis	H. W. Brown, Manager
3. Denver	C. C. Barnett, Manager
4. Michigan	A. S. Bowser, Manager
5. New York	C. H. Davies, Acting Manager
6. Indiana	J. W. Burrows, Manager
7. Washington	A. W. Dorsch, Manager
8. Louisville	R. E. Fleming, Manager

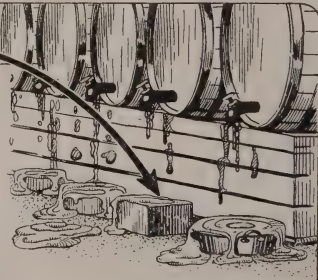
District Office Lubricating Standing, July 11, 1917

1. ST. LOUIS	5. SAN FRANCISCO	9. OHIO	13. TORONTO
2. DALLAS	6. INDIANA	10. WASHINGTON	14. MICHIGAN
3. CHICAGO	7. ALBANY	11. MEMPHIS	15. ATLANTA
4. DENVER	8. HARRISBURG	12. NEW YORK	16. LOUISVILLE

CUT
109

THIS STOPS THIS

How much oil do you suppose is wasted in a year's time by allowing the drips to remain in a catch pan until it is about ready to run over? Figure it up for just one pan—then use that knowledge to sell Cuts No. 109 and 115. You know there are no drips with those outfits. If oil is spilled, it is returned to the tank.



BOWSER
BOOMER

AUG·1ST 1917
Vol·XVI·N^ºIII

BOWSER
ESTABLISHED 1885





VISITORS AT THE HOME OFFICE

W. M. Mann, Manager of the Albany office, was a visitor at the office the last of July.

T. D. Kingsley was in Fort Wayne part of the week ending July 28.

S. A. Collins of the Albany district visited the office and shop during the fourth week of July.

B. A. Deffler, the new Director from the Chicago district, called at the office recently.

E. Steinhauser, Ohio salesman, was in Fort Wayne a short time ago. Mr. Steinhauser has been with the company since 1915 and is turning in a good volume of business.

J. L. Bowie, Jr., from the Louisville office called on the Boomer the other day. Mr. Bowie is a new man with the company, having been with us only a few months.

J. E. McClanahan has been up in the Louisville Flying Four class recently.

C. I. Benford is reporting a worth while bunch of business from his territory out in the Denver district.

W. E. Grooms of the St. Louis Sales is keeping right up in the front rank with his high weekly sales average.

From 184 to 246 is a good jump in points for two weeks, but that is what W. S. Tredway of the Indiana district did recently.

W. H. Pritchett is an Indiana salesman who is doing a good business these days. He is up in the four hundreds in points, with more coming all the time.

I. K. Jacobs, E. Steinhauser, G. W. Schiefer, T. C. Potts, W. S. Camden, J. O. McCracken and H. W. Bell are recorded as the "High Seven" in the Ohio district for the week ending July 21.

L. L. Patterson of the Memphis district is specializing on five hundred dollar orders. He is landing so many of them lately that it seems to be a habit with him.

Memphis Office writes that they keep a scrap book of everything published in the Boomer that is of particular interest to Memphis salesmen and other employees. They find this little book a source of constant pleasure. The idea is worthy of consideration by other district offices.

Since January 29th, this year, when he came with S. F. Bowser & Company, F. W. Swerer of the Denver District, has accumulated a total of almost four hundred and fifty points. That would seem to be pretty good work for a first year man.

WHAT CAN BE DONE IN ONE DAY

Every day is such a usual occurrence that its true significance does not come home to us. We are so used to our days that we are blind to their universal possibilities. In the beginning, one-sixth of the whole world was made in one day. Yet how many of us feel that we can do one-sixth or even one-hundredth of the things that we ought to in one day.

Within one day the battle of Waterloo and the battle of the Marne were won. There was a day when you were born and there will be a day when you will die. How about all of the days in between? A man can change the fortune of his entire life in a day. The idleness of one day leads to the habit of idleness in all the days thereafter. What we do in one day determines quite largely what we will do in all the days.

Every day should be complete in itself, a gem of reality taken from the cluster of Eternity. Every day should have its duties, its dreams, its devotions. Every day is entitled to the privilege of making every one of us a wholesome, well-rounded human being. We must not fight off our days from their privilege. We must give them a chance. Why wait for another day to do something? If there is something worth doing, put in somewhere in today or the probability is that you will never do it at all. Don't leave it go. Thus, the highest moment you have, the flash of divine inspiration, the holy thought, the message of love will never get crowded out of your day. Out of your day will come all good things.

(Adapted from letter by H. W. Brown, District Manager.)

Sixty-four points in two weeks is the latest record from J. R. Sibley of New York.

G. A. Smith of the Washington Office is making a fine record this summer. As the Washington correspondent puts it, he is "going good."

H. Benique of the Canadian Sales force sent in three orders amounting to over that many thousand dollars. A good way to describe such action would be as "concentration of efforts."

R. L. Corey, General Sales Manager Savercool's assistant, and Fred Knoche of the Engineering Department under L. F. Johnson, had charge of the Bowser display at the National Associated Dry Cleaners' convention at Cedar Point, Ohio.





The Bowser Boomer

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S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

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No. 3



WORKING TOGETHER

Success, as well as failure, has its sharp thorns.

It is a trait of human nature, common to all men, to unconsciously develop and foster the great "I am" idea as progress is made in a given field, but it is well to bear in mind that success may become its own hindrance when attended by too much self-glorification.

If that characteristic is permitted to mature, it begins to crowd out the colossal virtue of a Broad Vision—it eliminates perspective from man's reasoning powers, dwarfs the imagination and narrows his range of vision until there is no room or desire for fresh ideas and improved methods.

Then he is face to face with that condition known as "staleness on the job" which is like a heavy fog that shuts out the bright rays of sunshine and casts a dull, grey atmosphere over his horizon.

Staleness on the job settles down on a salesman in a peculiar manner. First he begins to figure that the helps and suggestions sent out from the office are only a lot of red tape that does not apply in his particular case—he is inclined to look upon them as unnecessary bother—then they become in his mind a sort of annoyance, and finally he displays a spirit of resentment toward the helping hand offered by headquarters.

He is then working for his house instead of with his house.

Soon the constant association with his line and his familiarity with the many phases which enter into its sale begin to dull his ardor and enthusiasm—the absence of outside viewpoints and the monotony of the methods of his own

narrow confines get him into a sort of rut.

The advance agent of calamity has dropped in to hang the "crepe" on his order book because he has abandoned the spirit of unity, working together and co-operation which is so necessary to success in any organization.

Permanent success in selling demands teamwork with the house. You can't fight the battle single-handed. You need the stimulus that comes from unity of purpose in order to keep your line bright and shining in your own mind. There are angles to every selling problem which the salesman on the ground cannot always see because of his close proximity with conditions. And the house can use your ideas, the results of your experience and your knowledge of local conditions which only you can intimately know, as they can be used for the benefit of the organization as a whole.

Salesmanship calls for alertness and originality at all times. Any salesman, however successful, can utilize in some degree all the ideas and suggestions he can get on selling—and most of the good ideas come from the amalgamation of different viewpoints.

Faith in your own powers and confidence in your individual methods are essential to success, but it is also necessary that you have an abiding faith in the policy of your house and recognize the interdependence which exists among all members of an organization.

"E Pluribus Unum" has proved a good motto on which to build our nation and it will prove valuable in building and maintaining a successful business institution.

Let us stand together and work as one man for the common cause—success.

Washington district has a new salesman by the name of C. L. Speight.

A. B. Coffee, new man with Louisville, continues to show a good grasp of Bowser methods.

Canada reports that C. H. King and C. H. Knodell are helping break some records this summer.

C. L. Huffman is keeping up a good sales percentage. Mr. Huffman is an Indiana salesman and is not far from Club membership.

P. Carlton of the Michigan district made a noteworthy gain in points during the last weeks of July and it is only a question of fifty points until he will have passed the five hundred mark.





R. A. Dusault, F. H. Richardson, and M. D. Keefe were high men in Albany's Tenacious Ten for the week ending July 14.

I. H. Larr is a new Memphis salesman who is showing up splendidly. He has been with the Company only since June but he is already looking like Pacemaker material.

C. C. Shields who is a comparatively new man in the Albany District sold his way into the Tenacious Ten class not long ago. Fine work.

R. J. Goodman is turning in a good volume of business from his Michigan territory.

C. H. Pridey is a 1917 man who is doing a good lubricating business and a good general business out in his St. Louis territory.

J. C. White of the Dallas District recently forwarded in one mail orders amounting to several thousand dollars. That is the sort of work that counts big.

J. J. Mack, P. A. Eschaler and J. L. Myers, three Harrisburg salesmen who entered the service of S. F. Bowser and Company at the same time this last spring are all doing a good business.

V. P. Bennett has re-entered Bowser service, working under the Chicago District. Mr. Bennett has been out for some time because of ill health. He was a Pacemaker last year.

JOHNSON GETS A BIG ONE

Not so very long ago R. S. Johnson was taken up by the roots from his Ohio territory and transferred to new soil in New York. For the past six years Mr. Johnson has been producing his annual crop of Pacemakership orders but the re-planting seems to have stirred him up to even greater growth. Last week he brought in an order that reaches so far into the thousands that we refrain from telling how large lest you should not believe us. This is getting to be an annual event with Mr. Johnson.



UNDER THE SMOKESTACK

In the above picture is housed a fine assortment of Bowser equipment. The plant represented is that of the Kimberly-Clark Company paper mills at Niagara, Wisconsin. They have a splendid oil room which is equipped with seventeen Bowser outfits—Cut 64's, 109's and a 7-F-Filter and also a Cut 41 for gasoline which they recently ordered.

This business is the result of the activities of one of our hustling Bowser salesmen, George W. Allen of the Chicago district. Mr. Allen has been with the Company since 1913 and a Pacemaker every year. The reason for his success is not hard to find; he looks for the indicators of business, whether they be factory chimneys or a new private garage and then he goes and sells them what they need.

We are indebted to District Manager T. D. Kingsley for securing and sending in the photographs.

Memphis has a new man by the name of Charles J. Cannon. They report that he started in to capture orders the day he entered the field and great things are expected from him.

Down in Dallas territory W. B. Goolsby continues to sell Bowser goods by the car load. His record for this year certainly indicates that he knows how to talk his line and, more than that, how to make that talk effective in the getting of the order.

J. H. Robbins of the Albany District not long ago secured a Cut 19 order under rather trying conditions. Mr. Robbins used to sell "snappers" for the Buffalo Whip Company and it was there perhaps that he acquired the art of whipping the unruly customer into line.





GETTING THE PAINT OIL BUSINESS

(C. C. Barnet, District Manager.)

Because Gasoline, Kerosene and Lubrication business comes fairly hard you are trained to the minute to keep hammering away until you secure the order. On the other hand the average Bowser salesman has apparently not learned that the same studious, scientific, never-say-die hammering on Paint Oil business will also bring wonderful results. You must, however, approach the Paint Oil in a very different manner from that used with the Gasoline, Kerosene and Lubricating trade. Why? Because, in the first place, the average handlers of the **lower** priced commodity, particularly Gasoline and Kerosene, even before your real approach to them, already have a very wholesome appreciation of the real danger and risk that they run if they attempt to handle these liquids in the ordinary manner. Many a handler of Gasoline has said to you: "I am more afraid of the danger than I am of the loss!" Naturally, then, you proceed to dwell on what they readily admit and pound it home, and so demonstrate and prove to them that the loss is also no small item and so far as staying in business is concerned there is not a great deal of choice between being blown out or burned out or "leaked out"—he is out of business either way!

Now we admit that it is a bigger job to demonstrate "Bowser to the rescue" on Paint Oil than is involved in any other liquid. But we do not mean by this that a Paint Oil dealer has less need for Bowser Equipment than the dealer in these other lines and we do say most emphatically that in a vast majority of cases the proposition has not been put up to the Paint Oil dealer as comprehensively as has our Gasoline proposition. The former naturally has not had the appreciation of our equipment that he should have or that he would have, had that been put up to him in the right light and had he been shown what we can do for him. Now you yourself cannot present the proposition to the Paint Oil dealer as it should be presented, unless you have made yourself a student of the losses common to the ordinary methods of handling such liquids. And to become a student of Paint Oil sales, Paint Oil equipment and Paint Oil closing arguments you are going to have to dig just a bit deeper and put into your study just a bit more thought and effort than is required on most other parts of our line. Do you subscribe to being unable to

put the required deeper thought that is necessary? Of course you do not! Then prove it! Do you realize that there is in reality more reason for a dealer in Paint Oil to be Bowserized than a handler of Gasoline? Then go out and show him. Show him the high price per gallon of Paint Oil as compared with these commoner oils. Show him how that effects economy in handling. Point out to him the gummy, fatty nature of paint oils and how the loss on Paint Oil by reason of these peculiarities more than equals the loss on Gasoline by evaporation. Add to this the fact of the highly inflammable nature of Paint Oils and you have another equality of loss established between Gasoline and them. In the aggregate, considering the relative investment in stock, the wastage and evaporation on Paint Oils far exceeds that on the other stocks.

Wherefore sell Paint Oil equipment. It will bring you the biggest kind of returns. Turn your honest, earnest attention to this line, boys, in addition to Gasoline, Kerosene and Lubricating, and you will never regret it.

THE KNOCKERS

I know he must be doing well,

I know he's getting on;

His work has now begun to tell,

His struggle time has gone;

He now has passed the dreary days,

The lonesome ones and grim,

And now is treading better ways,

For folks are knocking him.

His skill has caught the eye of men,

His worth is seen at last;

He's left the throng that knew him when

His skies were overcast.

He's won the laurel for his brow

By toil and pluck and vim,

And he is doing real work now,

For folks are knocking him.

The Knocker is a curious cuss;

He never starts to whine

Or fling his envious darts at us

Until our work is fine.

It's only men with skill to do

Real work he tries to block,

And so congratulations to

The man that knockers knock.

—EDGAR A. GUEST.



Those Pacemakers elected early naturally want to back up their election with a big volume and the bigger the better. Whoop things up for further orders, for the good of the Order.

Yours for capturing the lead,
C. C. BARNET,
District Manager.



There has never been such a demand for our outfits in the history of the Company. Make it your business to sell.

A. W. DORSCH,
District Manager.

Business is fine. If we will push the line as we have been doing it will mean that we will finish the year with a big volume to our credit.

T. D. KINGSLEY,
District Manager.



A new Bowser man is E. L. Bullard who is working under the jurisdiction of the Atlanta Office.

T. H. Moseley is a new salesman with the St. Louis Office. He came with the Company in June.

L. W. Crow has been leading the Kerosene, Lubricating and Paint Oil contest in the Atlanta District lately, and standing high in all lines.

F. E. Bragg made a good gain in Pacemaker points during the last month, and this in spite of the fact that he has had to leave his regular territory and go up to Northern Wisconsin because of a severe attack of hay fever.

Z. V. McClure is an Atlanta salesman who believes that Saturday is just as good a day in which to secure business as any other day of the week as is evidenced by a recent Saturday's work which netted him 16.8 points.

W. F. Eastman is another Albany man who worked last Saturday. He landed only one order, however. Hard luck! (Shows that this talk about working on Saturday is all nonsense, says the man who keeps his Saturdays holy.) But Mr. Eastman's order ran up over the two thousand mark. That sort of changes matters, does it not?

Boys, it is not a price article you are selling, it is the "Bowser Service" and don't you forget it for an instant. Oil is liquid money. If Bowser handled it is a dealer's most profitable source of revenue. If "tin-funnel measure" methods are employed this profit takes wings and flies.

R. E. FLEMING,
District Manager.



C. R. McLaughlin recently sold ten Cut 109's to one customer in his territory, Memphis District.

J. B. Hagaman who, although a new man with the Company last year managed to make the Pacemakership, is keeping up the same pace this year and promises to be in the Club again.

Although R. F. Kimball of the St. Louis District has only been with the Bowser Company for a part of this year his record indicates that he is a real salesman. He was high man in the District's weekly sales contest recently.

Chicago's new addition to the Pacemaker family, B. G. Whitlock, has in his turn a new addition to his family. The newcomer is a girl, Nancy, and has more than five hundred points to her credit, if all reports may be taken seriously.



Coast Survey by

Let us continue to maintain Bowser Quality and Bowser Service and the fine



We have just recently been having more evidence of the real worth of co-operation. Our value can be materially advanced if we can and will learn the lesson of working together and the grand result will be that both we and the customer will profit. Let us see more activity along these lines.

R. S. COLWELL,
Eastern Manager.

R. S. Gilchrist has been kept away from his Canadian territory for several weeks by a severe attack of sciatica but we are glad to report that he is now much improved and able to be back in the race for the Pacemaker Club.



Keep up the good work. If you men do as well as you have been doing the past few weeks we will soon be able to pass the 100 per cent. mark. We have some big business in sight.

J. W. BURROWS,
District Manager.

I told the Executives at Fort Wayne that I had come there to foreclose the mortgage on the big "Urn" and I have the "Old Man's" promise that we shall have it—if we win it. So it is all settled.

W. M. MANN,
District Manager.

Prince and Barnet are betting that each will occupy first place at the close of the year. Evidently they think that Chicago and St. Louis are going to sleep from now on. If they saw the bunch of Lubricating business that has been rolling in here they would take their money right back home.

L. E. PORTER,
District Manager.



Coast es Generals



possible equip-
ment that can
be manufac-
tured.

E. M. Savercool,
Gen. Sales Mgr.



This year we are passing through such an experience in our business career as has none of this present generation ever gone through before. There are a thousand and one matters coming up that will "get your goat" if you permit it. I want to caution each one to hold himself firmly in hand and guard against "rocking the boat."

L. P. MURRAY,
Mid-Western Manager.

E. H. Murdock lacks but a few points of making the Club. Mr. Murdock was a new man with Chicago last year but made the Pace-makership easily and he intends to be even more successful this year.



The Buckeye Division has made a very nice showing. You fellows can do almost anything when you try. They may be saying that we cannot win the Cup. We cannot if we do not try; but I will bet all the money that ever grew up we will if you Buckeyes go to it.

L. WALKER,
District Manager.

Each week's report shows Michigan just a little bit closer to the leaders. This cup is not going to be handed to us, however,—we have an uphill fight before us, but—

A. S. BOWSER,
District Manager.

Why wait for another day to do something? If that something is worth doing put it somewhere into today or the probability is that you will never do it at all.

H. W. BROWN,
District Manager.

We are mighty proud of the splendid records that have been made. This could only come by continued, consistent effort and we have shown what we can do. Let us hold this attitude.

B. L. PRINCE,
District Manager.



I want to thank you fellows for the way you produced this month. At this rate it will be a walk away. Come clean, everybody.

H. C. STORR,
District Manager.



You are now starting on the next lap with the cream of the season ahead. Make hay while the sun shines.

H. C. CARPENTER,
District Manager.



Albany salesmen in general have been making a splendid showing in the Lubricating line lately. D. F. Hernon recently sold a large Lube order consisting of eight Cut 63's.

The race this year has been very exciting and some very good records have been made. Continue in this line.

C. H. DAVIES,
Acting Dist. Manager.



S. J. Redford, Special Salesman working under District Manager R. E. Fleming in Louisville territory, spent several days at the factory.

From the Albany Office comes the report that L. T. Rand is doing more stunts in his "flivver" than any two men. It is claimed that the little jitney actually climbed a telephone pole, thus enabling Mr. Rand to get an order by wire. And it isn't a Ford, either.

H. F. Babbitt of the New York sales force who has been ill suffering from a severe attack of blood poison is, we are happy to report, greatly improved. Although still at the hospital he is able to be moved and will be taken to his home shortly. We hope for him a sure and speedy recovery.

Pacemaker President Mattingly and Mrs. Mattingly in their Cadillac Victoria and Pacemaker Treasurer Dickey and Mrs. Dickey in their Hudson Speedster drove from Kansas City to Denver and to several mountain resorts in the vicinity while enjoying their vacation recently.

Apropos the handsome profits to Bowser salesmen as a result of Saturday work note the following from our Albany correspondent: "On Saturday A. G. Locke, district salesman and 1916 Pace-maker, sold three orders totaling up into the thousands. It is not difficult to understand how Mr. Locke happened to attend the Pace-maker Convention last January or how he happens to be one of the leading salesmen in the Albany District in 1917."





M. J. Sophy has just entered Bowser service in the St. Louis district.

J. C. Harding, Jr., recently landed a fine order for more than a thousand dollars. The sale covered Cuts 102 and 241 Outfits and four Cut 63's.

H. U. Earle is producing at his usual rate. Mr. Earle has been a Denver Pacemaker for the last three years and he is going to continue as one if his 1917 sales records may be taken as pointers.

F. M. Kennedy of the Northwest District, San Francisco territory, landed 152 points for his June business. His July record is giving promise of even better results for his future work.

J. S. Carrington, a Washington salesman, traveling in North Carolina, has been suffering an attack of malarial fever, but has managed to continue to close a tremendous business. His last month's total was splendid. What he could have accomplished under normal conditions can only be conjectured.

F. E. Walters, Los Angeles salesman, works on the principle that Bowser Equipment can be sold by day or night. Mr. Walters also works the trade just as strongly on Saturday as on other days; result—two orders amounting up in four figures for one Saturday afternoon and evening.

J. Kyles, draftsman in the New York Office, enlisted in the 7th Regiment, New York National Guard, recently.

TWO LIVE WIRES FROM TROPICS HERE



MR. RHODE



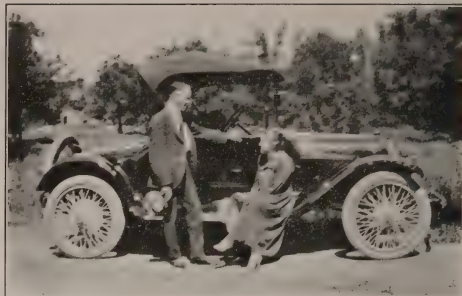
MR. DE LA TORRE

The home office is being honored by the presence of two of our energetic foreign salesmen.

The first is Carlos J. Rhode, export salesman in the Canal Zone and South America. Mr. Rhode has been with the Company for several years and has had excellent success.

Our other visitor is Jose de la Torre, just back from Porto Rico. Mr. de la Torre was formerly located here in the office but was later sent out as a salesman. He was accompanied by his wife and baby. Both of these travelers brought in some nice orders.

MR. AND MRS. J. J. MANNING



The accompanying picture shows Mr. and Mrs. J. J. Manning and their new Dodge roadster. Presumably Mr. Manning has purchased this fine new car to enable him to better care for his constantly growing circle of Bowser customers. Mr. Manning is a fourth time Pacemaker this year and seems to be getting stronger all the time. The fact that he is but newly married does not show in the picture but it might be guessed from the attitudes. The picture was taken near Mr. Manning's home in Grand Forks, North Dakota, and was sent in through the kindness of Manager T. D. Kingsley of the Chicago District.

THIS MAN'S EXPERIENCE PROVES IT

"My Dear Mr. Mann:—

"I am enclosing order for Cut 1 outfit which is the direct result of the use of the model. I first made this call last night without my model and failed to close the sale. After giving the matter some thought I made a recall today with my model and sold the order.

"This sale is not large but it demonstrates that the use of the model assists materially in closing sales.

"Very truly yours,

•"(Signed) C. R. ROSS."

H. M. Brown was a St. Louis high man recently. Mr. Brown is doing a good business this year and should be a Pacemaker soon.

P. J. Somers is beating his 1916 business by a goodly margin. Although new to the San Joaquin Valley territory where he is now located, he is getting very satisfactory results.

BOWSER BOOMER

M. J. Campbell of the Washington District, has been transferred to a new territory. Great things are expected of him.

G. A. McCurdy stood at the top of the Michigan Pacemaker Pace Setters for the week ending July 28. Mr. McCurdy is within reaching distance of the Pacemakership.

F. C. Sears of Canada is back in the Bowser ranks after a short absence. Mr. Sears came with the Company in 1915 but for a short time was out, selling scales and water pumps.

C. S. Severance who is the Bowser representative in the Hawaiian Islands deserves credit for the valuable business he is securing for the company. Mr. Severance is especially strong in the sale of Lubricating Outfits.

M. F. Grigg is a new man who has entered Bowser service under the jurisdiction of the St. Louis office and is already showing a Pacemaker pace.

A. E. Moffatt of Canada is keeping up his usual pace. Mr. Moffatt has been with the Bowser Company since 1906 and was one of the first men employed when the Canadian office was established.

J. W. Runyan of the Harrisburg office, who has been ill for some time past, suffering with a threatened attack of appendicitis and a light case of typhoid fever, is now recovered and able to be back at work. Mr. Runyan's enforced idleness was very distasteful to him and he suffered almost as much from worry at not being able to work as he did with the actual sickness. He wishes to extend his thanks to the members of the Pacemakers' Club for the American Beauty roses sent to him during his illness.

Our last information from New York district tells of the illness of J. R. Sibley. Mr. Sibley has been doing a wonderful volume of business lately and we certainly trust that his sickness may not be serious enough to cause a falling off in his splendid monthly averages.

R. W. Jewel, recently elected Denver Director, while on his way to visit the Home Office was the victim of an accident that threatens to cost him a finger. A window of the Pullman on which he was traveling came down unexpectedly, catching his hand and mashing one finger severely. It is hoped that there will be no permanent injury to the member but at present Mr. Jewel is suffering considerable pain and annoyance and the pleasure of his visit has been somewhat diminished.

OUTFITS SOLD BY J. A. S. MEYER

The four snapshots at the left show four installations of Bowser equipment made through the efforts of J. A. S. Meyer. These pictures, taken at random from various towns in Mr. Meyer's territory, show that when he starts out to sell goods he sells a lot of it. That this is a successful policy is shown by the fact that he was elected to the Pacemaker Club early last May when many less active salesmen were just getting started. Mr. Meyer works in the Memphis district under Manager H. W. Brown.





PACEMAKERS—1917

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER



S. O. WILLIAMS

One Year with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser service September 25.
1917—Pacemaker, elected July 11.

Dallas

PACEMAKER

PHOTO NOT
RECEIVED IN
TIME FOR
PUBLICATION

B. G. WHITLOCK

One Year with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser service October 2.
1917—Pacemaker, elected July 20.

Chicago

PACEMAKER



W. M. BOOKER

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service October 1.
1915—Pacemaker, elected December 14.
1916—Pacemaker, elected September 23.
1917—Pacemaker, elected July 21.

Harrisburg

PACEMAKER



G. N. ROOS

Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service July 6.
1917—Pacemaker, elected July 25.

Harrisburg

PACEMAKER



T. L. SMITH

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service April 18.
1915—Pacemaker, elected December 4.
1916—Pacemaker, elected October 5.
1917—Pacemaker, elected July 11.

Dallas

PACEMAKER



G. W. ELLIOTT

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service July 28.
1915—Pacemaker, elected November 16.
1917—Pacemaker, elected July 31.

Albany



PACEMAKER



D. W. DARDEN

Six Years with
S. F. BOWSER & CO., Inc.
1911—Entered Bowser service February 27.
1912—Pacemaker, elected
December 16.
1913—Pacemaker, elected
November 18.
1914—Pacemaker, elected
December 2.
1915—Pacemaker, elected
November 22.
1916—Pacemaker, elected
September 11.
1917—Pacemaker, elected
July 17.

Washington

PACEMAKER



W. B. JAMESON

Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service July 20.
1915—Pacemaker, elected
October 23.
1916—Pacemaker, elected
November 14.
1917—Pacemaker, elected
July 25.

San Francisco

PACEMAKER



W. H. TRAMMELL

Two Years with
S. F. BOWSER & CO., Inc.
1915—Entered Bowser service September 29.
1916—Pacemaker, elected
November 22.
1917—Pacemaker, elected
July 21.

Atlanta

John E. Jeffreys, a Washington man who has been very successful since his first day with the grip, is creating quite a stir by his brilliant work. In two days he got orders for a ten-barrel, Cut 102, two 30-gallon, Cut 172's F. C. W. O. and a 7-barrel Cut 41 equipped with filter, meter, hose and nozzle, and also an order for two Cut 63's.

STRATEGY—I AM YOUR COMMANDER-IN-CHIEF

I am Strategy—the Field Marshall of your ability.

I tell you **when** and **how** to present the oil handling proposition.

I am the planner, the plotter, the power that makes a blue print before any building is attempted.

I am Law and Order to the actions of men.

Not only did I guide Napoleon and bring success where failure seemed to be the only possible result, but I have been just as helpful in guiding others in pursuits of peace.

I showed Andrew Carnegie how to build up his enormous business. I explained to Alexander J. Cassatt how to secure a terminal for the Pennsylvania railroad in New York City.

Many things I have done—and am doing—and shall do in the future in your sales work on tanks. I delight in showing **Why** and **How** to those who will pause to listen to my explanation.

Thousands may **blunder**, but those who heed my advice are cautious—and try to do the right thing at the right time, and do it in the proper way.

Everybody is approachable—and there never was anybody who would not listen to reason if the **approach** was right.

There are times when men are too busy to talk to you, and times when prospective customers are agitated. But there are other times when they are calm and are in a mood to listen. And there are ways to make them calm and make them listen—make them believe in what you say and do. That depends, **not** upon them, but upon **you**, and especially upon your **planning**, your **forethought**, your **far-seeing strategy** in presenting the Bowser proposition.

Without weighing the possibilities—without considering what might happen under different conditions—how can it be possible to pick the **one right way** of many that **seem** right?

We all have a master faculty that is called judgment, and judgment is what creates strategy. Judgment finds the flaws and avoids them—and eliminates them, so that what is left is the **pure essence of common sense**.

Develop me—Strategy—and I will direct you out on the firing line—selling Bowser systems—and carry you to Victory against the heaviest odds.

STANDING OF FORTY HIGH MEN

JULY 25, 1917

1. E. L. Milliron.....	Harrisburg	21. J. T. Gibbons.....	Washington
2. W. V. Crandall.....	Denver	22. J. M. Prigg.....	Harrisburg
3. K. F. Hessenmueller.....	Harrisburg	23. R. D. Leonard.....	Harrisburg
4. W. B. Stamford.....	Harrisburg	24. F. H. Peebles.....	New York
5. G. W. Scott.....	New York	25. J. J. Manning.....	Chicago
6. R. Coddington.....	Denver	26. J. F. Vonderembse.....	Denver
7. J. J. Connelly.....	Chicago	27. W. B. Offerle.....	Harrisburg
8. N. Mattingly.....	Denver	28. W. A. Armstrong.....	Michigan
9. J. G. Phipps.....	Ohio	29. H. Dalgaard.....	New York
10. R. W. Jewel.....	Denver	30. R. A. Dusault.....	Albany
11. C. R. Eggleston.....	Albany	31. C. J. Rogers.....	Chicago
12. H. A. Vortigern.....	Harrisburg	32. F. M. Kennedy.....	San Francisco
13. G. P. Dickey.....	St. Louis	33. S. O. Williams.....	Dallas
14. E. R. Bird.....	San Francisco	34. S. F. Taylor.....	Albany
15. J. R. Sibley.....	New York	35. W. C. Sutton.....	Indiana
16. N. Paquette.....	Toronto	36. E. L. Veirs.....	San Francisco
17. B. A. Deffler.....	Chicago	37. W. C. Halsey.....	Albany
18. J. A. S. Meyers.....	Memphis	38. R. L. Matthews.....	Dallas
19. A. G. Hartgen.....	Harrisburg	39. W. C. Smith.....	San Francisco
20. R. D. Eckeberger.....	Memphis	40. F. H. Sullivan.....	Dallas

District Office Quota Standing 28th Week Ending July 21

DIVISION "A"

1. St. Louis.....	L. E. Porter, Manager
2. Dallas.....	B. L. Prince, Manager
3. Albany.....	W. M. Mann, Manager
4. Harrisburg.....	H. C. Storr, Manager
5. Toronto.....	
6. San Francisco.....	D. S. Johnson, Manager
7. Chicago.....	T. D. Kingsley, Manager
8. Atlanta.....	H. C. Carpenter, Manager

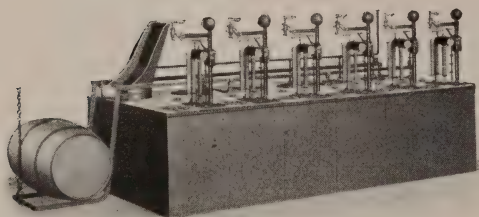
DIVISION "B"

1. Ohio.....	I. L. Walker, Manager
2. Memphis.....	H. W. Brown, Manager
3. Denver.....	C. C. Barnet, Manager
4. Michigan.....	A. S. Bowser, Manager
5. New York.....	C. H. Davies, Acting Manager
6. Washington.....	A. W. Dorsch, Manager
7. Indiana.....	J. W. Burrows, Manager
8. Louisville.....	R. E. Fleming, Manager

District Office Lubricating Standing, July 25, 1917

1. ST. LOUIS	5. SAN FRANCISCO	9. WASHINGTON	13. NEW YORK
2. DALLAS	6. HARRISBURG	10. OHIO	14. MICHIGAN
3. CHICAGO	7. INDIANA	11. MEMPHIS	15. ATLANTA
4. DENVER	8. ALBANY	12. TORONTO	16. LOUISVILLE

THIS



STOPS

THIS



THE determination to weed out all the wasteful and dangerous oil storage conditions in your territory by replacing them with modern (Bowser) oil storage equipment will land you in the Pacemaker Club long before December 1st. *Start Pulling Now!*

BOWSER BOOMER

AUG. 15TH 1917
VOL. XVI. NO. IV



EVERY MAN A PACEMAKER IN DEC. 1917

FOR PACEMAKERS



WHAT WILL YOUR NUMBER BE?



BOWSER



BOOMER



VISITORS AT HOME OFFICE

C. H. Davies, Acting District Manager from the New York Office, was a visitor at the factory the middle of August.

H. C. Carpenter, Atlanta District Manager, stopped on his way south.

W. M. Mann, Albany District Manager, paid us a visit this month.

A. W. Dorsch, Washington District Manager, was with us a few days the past month.

R. E. Fleming, Louisville District Manager, put in a few days of his vacation at the factory.

District Managers C. C. Barnett and L. E. Porter were Home Office visitors this month.

G. W. Schiefer and O. N. Gillette led the Ohio District Lubricating Contest last month.

E. W. Sadd, new salesman in Michigan territory, is making a good showing to date.

Harry Christie of the Toronto Office spent the latter part of July with his wife and daughter at Trenton, Ont.

J. S. Walsh is going strong on kerosene outfits. He sells them every month of the year. He always includes transfer pump and siphons with the outfit.

C. C. Claggett is sending in an average of twenty-five points of business per week from his Washington territory. At that rate he will be a Pacemaker pretty soon.

F. C. Schuster of Albany District recently sent in a private garage order amounting to three hundred dollars. That shows that all the good profits are not narrowed down to the sale of the more spectacular lines.

T. L. Porter led the Louisville Flying Four recently. Mr. Porter is a 1917 man but, as District Manager Fleming says, "He crowds the ordinary month's business in six days," which is a very good formula for success in any line.

W. J. O'Brien pleased Albany Office recently by visiting them in company with Mrs. O'Brien and a handful of very good orders. A winning combination, that, for Mrs. O'Brien is a loyal Bowser Booster.

EVERY DAY

In these two words lies the secret of all attainment as a salesman and in all walks of life.

It is not what we have done once that counts, but the things that we have persistently done EVERY DAY.

EVERY DAY: Therein lies mastery. It is the National Highway through your territory, leading to the goal of your sales desires—Pacemakership.

No force is so great in any salesman as the stored up power of what he has been doing EVERY DAY.

Therefore, strong endeavor EVERY working DAY until the sun sets December 22nd.

(Adapted from letter by District Manager H. C. Carpenter.)

W. C. Halsey of the Albany District turned in a nice volume of business for the last of July and the first of August.

F. P. Brandt, Michigan, sold a 10-barrel 41, two 2-barrel 128's, eight 2-barrel 64's with all accessories to one factory.

J. S. Bronson led in amount of sales in the St. Louis District during July. His total sales ran almost to the ten thousand dollar mark. Good work, that.

M. B. Long was enrolled as a member of the "Dixie Boosters" for the week ending August 11. Mr. Long has been showing up in fine form lately.

E. F. Klotz, veteran salesman and for many years San Francisco's city representative, is recognized as a prize winner when it comes to closing contracts.

Walter Snapp of the St. Louis District has been with the Company since the middle of February and in that time he has sold many lubricating outfits. That is certainly consistent production.

John F. Renick has had three months' Bowser experience but he is showing that the right sort of a man can sell the goods if he has the determination.

E. P. Dolan, L. L. Patterson and E. P. Walker did a splendid Paint Oil business for the month of July. These men are in Memphis territory under Manager H. W. Brown.

Just to show what a salesman can do in one month when he gets out and works the Bowser line, we want to publish a chapter from the sales record of R. A. Dusault of the Albany Office:

July 12—352 Pacemaker points.

July 26—595 Pacemaker points.

August 9—613 Pacemaker points.



CO-OPERATION



SERVICE





The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XVI

AUGUST 15, 1917

No. 4



LETTIN' UP

There are doubtless many reasons why men fail, why they do not permanently make good, but one of the main causes of all failure is "lettin' up."

Most men when starting out on any mission are fairly confident, energetic, ambitious. They want to succeed. They work hard, sharpening their wits as they go, many times meeting with more success than was to be expected, but about the time they get the hang of things they let up.

Some let up because they encounter one obstacle. A series of setbacks or rebuffs cause others to let up. Quite a number can't stand prosperity. They let up long enough to let the other fellow get ahead and the ensuing disasters finish them.

Letting up in business is just like letting the manners get slovenly. We have all seen well-mannered men allow themselves latitude in certain company and the first thing we knew they had no manners. Letting up applies also to personal appearances. It takes soap and water, razor and comb, brush and broom, to keep up appearance. If you would be well appearing there must be no letting up.

And so on down the line. Letting up undermines character, morals go to seed, clothes get shabby, manners vanish, vulgarity roots out gentility, pep and go quit working, the man degenerates all because he let up.

There is nothing of such rapid growth as habit. Letting up is the germ of bad habit. One careless business transaction leads to another. Neglect of the razor leads to dirty shirt, baggy trousers, rusty shoes, dirty nails, ill manners, loose morals, laziness; and when a man has those barnacles clinging to him he has taken a load which is sure to handicap him in his progress.

Never let up. Keep on the job. Let nothing daunt you. Failure overtakes only those who let up. Keep the hair trimmed and brushed. Shave every morning; bathe every day; have the trousers neatly creased; embrace the religion of a clean shirt; cultivate dental floss, manicure the manners constantly; eat moderately; drink nothing that will steal away your brain; hold the moral forces in a grip of steel; think well of yourself; think well of your means of livelihood; always remember that there are two sides to a transaction, two sides to every question and never let up.

TWO MEN

One man said, "I am going to do that tomorrow."

The other man said, "I did that yesterday."

And in these two sentences were written the life stories of the two men.

In Denver territory a new salesman is going to work selling Bowser equipment. His name is E. L. McCullouch and he promises to be a good producer.

One hundred and twenty points per month is a pretty good number, but that is what N. Wetzel, Jr., of the Chicago Office was averaging during the last weeks of July and the first of August.

Denver District reports that C. I. Benford, R. E. Erwin and J. F. Vonderembse turned in some remarkable F. C. W. O. business for the week ending August 3. That is the sort of information that sounds interesting.

S. F. Taylor turned in a very successful report for the week ending July 28. His sales included a contract for a standard dry cleaning equipment, a factory order for five Cut 41's with one 10,500-gallon, two 1,000-gallon, and two 280-gallon tanks, Cuts 172 and 128; one ten and one eighteen-barrel tank. This volume of business placed Mr. Taylor at the head of the Albany Tenacious Ten for the week.

CLOUD-BOUND

Men get a little blue, get discouraged and worried; they get cloud-bound because they cannot see farther than their immediate future—than the very thing that they are trying to do at the moment.

A salesman starts out in the morning and falls down the first thing. This seems to stampede him for the rest of the day.

Another salesman sells the very first customer, and he continues to sell all day; it starts up success in selling.

Without any further comment you can see where the trouble lies. One failure flags.

When business is dull, charge yourself with the belief that business is good—shut out the failure-thought by thinking success. Put your whole soul into the statement that the world is a good place, that you are one of its successful men. Before you know it, the bothersome conditions will have passed. That is the secret of self-control and self-control is the secret of will power and will power is the secret of success.

KEEP ON KEEPING ON

"If the day looks kinder gloomy

And your chances kinder slim;

If the situation's puzzlin'

And the prospect's awful dim,

And perplexities keep pressin'

Till all hope is nearly gone,

Just bristle up and grit your teeth,

And keep on keeping on."

—Forwarded by Albany Office.

Chicago sends in an interesting report of the Saturday work of two salesmen. The first report is that of George W. Allen and covers three orders amounting to almost eight hundred dollars, six hundred dollars full cash with order. Does it pay to work Saturdays? And the other report . . . W. J. Magrane's order for fifteen hundred dollars. No wonder Manager T. D. Kingsley is proud of these men.

Albany District calls attention to the work of D. F. Hernon, D. A. Howard, G. W. Elliot, R. A. Dusault, D. I. Petts and J. H. Robbins in the line of accessory orders. This interesting comment is added: "A good many little iron men may be picked up by keeping one's eyes peeled for accessories orders. How many opportunities do you miss every week for selling a length of hose, a lighting attachment or a hose draining device? Think it over. The profits from several small orders which are easy to get may equal the commission on a larger one that comes harder."



VACATIONING

In the last issue of the Boomer mention was made of the fact that Pacemaker President Mattingly and Mrs. Mattingly and Pacemaker Treasurer Dickey and Mrs. Dickey were enjoying a well earned vacation on an automobile trip from Kansas City to Denver, stopping to visit several mountain resorts enroute. The accompanying picture shows them as they appeared while on the way. It was taken at Colorado Springs. Mr. Dickey and his new Hudson Super Speedster are shown in the foreground, while in the rear is Mr. Mattingly.

C. M. Carpenter is doing good work in Albany District. Mr. Carpenter has been turning his attention to some special work and has been very effective, and has been a great help to District Manager W. M. Mann.

W. G. Stoner is a new Atlanta man who is showing up in good style. In the few months that he has been with the Company he has developed into a fine salesman and his prospects are excellent.

MEMPHIS SATURDAY SALES ARGUMENTS

Eugene Burch—Cut 41.

C. J. Cannon—Cut 125, 154.

H. T. Eggleston—Cut 125, Cut 102, Cut 19, three Cut 241's.

I. H. Larr—Cut 241.

E. E. Lowe—Cut 101, Cut 103, and three Cut 241's.

C. R. McLaughlin—10 Cut 109's.

R. W. Maxey—Cut 424 and a tank only.

L. L. Patterson—Cut 41, Cut 64, Cut 63, and two Cut 110's.

W. S. Johnson is doing his share to increase the volume of the Los Angeles Office. He recently sold ten Cut 101 Pumps on one order.



W. O. Bobb is a new man who has just entered as a Bowser salesman, taking up territory in the Indiana district.

A new Dodge roadster has entered the Dallas office—the happy possessor being Nod Brown, this year's Pacemaker and a steady producer. Clear the deck for more orders from him now.

We find the following extract in the general sales letter issued from the Memphis office:

"Mr. W. W. Scruggs, of Mississippi, has played some prominent parts in the Big Six, as you all know. Mr. Scruggs just came with us this year and is out to be a Pacemaker or bust. At the rate he is selling the goods we are ready to call him Pacemaker Scruggs today."

Washington Office calls attention to the work of J. T. Gibbons. One day's business a few days ago consisted of the following:

- 2 Cut 63's.
- 3 9-bbl. Cut 101's.
- 3 8-bbl. Cut 41's equipped with filter, meter, 12-ft. hose and portable nozzle.

These orders were closed before lunch and just to show that he was still on the job he went out after dinner and closed an order for a 9-bbl. Cut 103. Some day's work. This adds to a wonderful month's total for Mr. Gibbons.

ONE OF W. C. SUTTON'S INSTALLATIONS

The accompanying cut shows one of the installations for which W. C. Sutton, Indiana's new Pacemaker Director, is responsible. It represents the Lafayette Auto Company's handsome garage, of which Mr. Sutton writes: "The garage is complete and all I can say is that it certainly is above the average in every respect. The three Cut 102's, the 154 and the two-wheel tanks for gasoline sure are a big advertisement for the S. F. Bowser Company, to say nothing of the six 52B's inside."

Inasmuch as several thousand dollars' worth of Bowser goods are represented here, we quite agree with Mr. Sutton that it is a good advertisement for the Company, and at the same time it indicates Mr. Sutton's ability as a salesman.



ARE YOU A GOOD BRICK?

In the new office building there will be some hundreds of thousands of bricks.

With one less brick the plan of the whole great structure would be incomplete, unfinished.

One unglazed brick, one brick of the wrong color, would ruin the appearance of the whole front.

One weak and crumbling brick would start the whole wall to crumbling.

For the good of the whole, every brick must be a good brick and it must be in its appointed place.

The business world is a great, complex structure.

Its units are the men who make and buy and sell, and the men who help in the making and the buying and the selling.

The stability and the utility of the whole, far-flung scheme depends upon the quality, the integrity of these men who are the units.

You are one of the business building bricks. It may be that you are part of the fine entrance arch; it may be that you are one of the common fillers in the back wall.

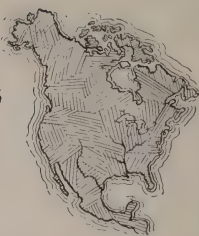
It does not matter much where you are. What does matter is your quality. Are you a good brick? Are you fitting snugly up against your partner? Are you bearing your share of the load?

Dallas writes that J. S. Lewis has just closed a master stroke of business—19 Cut 64's in 2, 3 and 4-barrel sizes, with accessories and a 10-barrel, 12-gauge Cut 41, totaling well up over the two thousand mark. While Mr. Lewis is young with the line, we have a suspicion that he is getting set to be one of the champion producers, judging from the volume of business which he is turning in.

E. P. Walker of the Memphis district has been sick for some time and unable to get around in his territory. Last reports from the Memphis office, however, state that he is somewhat recovered and is now back at work, although as yet somewhat handicapped by his recent illness. His first week out resulted in sales volume large enough to land him in the Memphis Big Six. Mr. Walker is one of the oldest men in the organization in point of service.



Coast to Coast Survey by our Sales Generals



We congratulate the sales force on the way they are working with us. Orders are coming in splendidly. The shop is



also working in harmony with the management and good goods are being turned out rapidly.

E. M. SAVERCOOL,
Gen. Sales Manager.



It strikes me that we might just as well get in practice right now by pushing for business—I, e., the right kind of business. The Factory will push the goods out to the sales organization and we are going to have to get a mighty good humph on us to take care of the output, from all appearances.

L. P. MURRAY,
Mid-Western Manager.



The demand for Bowser equipment—the best that can be made—is steadily increasing. Go after business in the same old way with the same co-operation. We are with you, first, last and all the time and wish you constant and increasing success.

D. S. JOHNSON,
Western Manager.



Keep your records up to date on concerns in your territory. Know your business and know it thoroughly. That is the way to success.

R. S. COLWELL,
Eastern Manager.

We need to learn the lesson of application and loyalty. These times are demanding these things from men. Let us give service in the fullest measure.

TORONTO DISTRICT.

H. T. Purvis right up to and made him the rector from Ated in a storm the two weeks.

F. J. Libby, Bowser representative in New York, is approaching Pacemaker membership.

Up in his Michigan A. Armstrong is doing a considerable amount of business.

G. P. Stovall, one of Washington District's steady producers, is nearing the Pacemaker membership.

Memphis reports Meyer gladdened the recently with a thousand cleaning order.

C. R. McLaughlin led the Memphis District in the Paint Oil field during July. One of his recent orders was for ten Cut 109's.

L. D. Baker, although in the San Francisco district, is like a veteran.

J. H. Bedser of the St Louis sales force has been reporting a high sales average lately. He was one of the ten high men for his district for the month of July.

E. E. Thomas is at good pace down in the territory. He led the recently. Our corrections especially an 102, F. C. W. O., the secured.

We have done a splendid business. I am surely proud of our record and I want to thank every man for the work done.

T. D. KINGSLEY,
District Manager.

Get busy, boys, there is lots of business for us in every one of our territories. It is not a matter of one salesman having a better place than another, but just plain, hard work, that will bring results.

J. W. BURROWS,
District Manager.

It is not enough that those Pacemakers elected early in the year merely be elected, but a play for place in the Volume of Business Contest, is, I believe, just as interesting and exciting—and more money in it for you.

C. C. BARNET,
District Manager.

I trust that you will make every effort to push your district to the top. You have been loyal, you have stuck to your district; I appreciate your efforts and your co-operation and I know that you are going to make every effort necessary to place Washington in a better place.

A. W. DORSCH,
District Manager.

An intimate acquaintance with that hard but logical old man, YORK, coupled with the necessary ability is sure to reap a liberal reward.

W. M. MANN,
District Manager.



Why not invoice your prospects once a month? Choose the one element necessary to success with those prospects and concentrate on that and close the deal. You can do it.

I. L. WALKER,
District Manager.



Get your points—NOW. Do your part to make every Michigan salesman a Pacemaker.

A. S. BOWSER,
District Manager.

C. L. Speight, a new Washington salesman, has shown his caliber by writing several splendid orders.

J. J. Connelly is on the job in his Chicago territory and is forwarding a worthy quantity of business.

Atlanta reports show that J. C. Long did a productive business during the first weeks of August.

C. R. Monroe, Indiana, sold two 5-barrel 241's, one 154, one 7F Filter, a total of four orders in one day.

R. C. Chatham is one of the quiet sort of salesmen who go ahead and sell things without making a loud noise. Right now he is averaging over a hundred points per month.

H. Dalgaard of New York is not letting the fact that he was an early Pacemaker keep him from going right on and turning in a shower of orders every week.

W. J. Bates, working eastern Ohio territory has been busy as a cranberry merchant writing up orders lately. Mr. Bates is in the iron working section where they know what iron is worth at the present time.

Albany reports some exceptional fine lubricating orders for July. C. R. Eggleston turned in one for six Cut 64's and a Cut 63. P. F. Bearse sold a battery of five Cut 64's. D. I. Petts landed an order for a five-barrel 64 and a Cut 115 outfit and there were a handful of other orders by the other Albany workers.

G. W. Scott, New York's Director, continues to average a hundred points each month.

G. G. Davey has only been with the St. Louis division since May but he is building up a fine pile of Pacemaker counters.

Claude Bennett of Dallas territory is keeping up a good rate of production. Just at present he is getting within striking distance of the Pacemakership and should cross the line soon.

F. C. Sears of Canada has joined the ranks of fatherhood. The newcomer is an eight-pound girl and the providing of a suitable and satisfactory name is causing no end of trouble.

H. F. Babbitt, Bowser salesman in New York territory, visited the New York Office the first week in August. As has been reported in the Boomer, Mr. Babbitt has been quite ill recently and we are glad to see this sign that he is improving in health.

B. B. Bates has taken up the selling of Bowser equipment in Dallas territory. Mr. Bates entered August 7 and indications are that he will start right to work upholding the reputation of production held by his district.

H. A. Dudley who has been working as a salesman in the Louisville District has been transferred to the jurisdiction of the Memphis Office. Mr. Dudley has been a consistent producer for the Company and in the time that he has been selling Bowser goods has made a good start towards Pacemakership.



We have had just enough rain to put the crops in excellent condition; optimism runs high; opportunities are better; the Factory is making great headway. Now is the time to do business. Let every man be on the firing line.

H. W. BROWN,
District Manager.



The man who sells is the man with the most pleasing personality and Optimism is a big part. Have faith in yourself, in your customer and in Bowser.

R. E. FLEMING,
District Manager.



We can only continue to succeed with the hearty co-operation of every man. Can we depend on YOURS?

B. L. PRINCE,
District Manager.



Our confidence in your stick-to-it-ive-ness, as well as your sales ability, leads us to believe, in fact know,—that you are going to do the right thing by starting in right now to fight and keep on fighting down to the last ditch.

H. C. CARPENTER,
District Manager.

going into the fight, that, all pulling toward each one realizing his own responsibility and that responsibility with there is in him, we will Cup for Harrisburg and it will be a Pacemaker.

H. C. STORR,
District Manager.



Some one said recently that "The genius for achievement lies in Common Sense and a Definite Object." That applies very well to our little game of selling pumps.

L. E. PORTER,
District Manager.

Bowser Day at Winona Lake, Ind., Aug. 4, 1917



The "Old Man's Big Day" Was the Biggest Ever





PACEMAKERS, 1917

MEN ARE KNOWN BY THE RECORDS
THEY MAKE

PACEMAKER

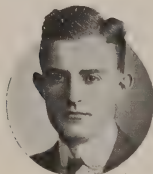


G. A. SMITH

Six Years with
S. F. BOWSER & CO., Inc.
1911—Entered Bowser service June 8.
1917—Pacemaker, elected August 3.

Washington

PACEMAKER



J. C. HARDING

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service August 6.
1915—Pacemaker, elected December 13.
1916—Pacemaker, elected October 17.
1917—Pacemaker, elected July 31.

San Francisco

PACEMAKER



W. B. GOOLSBY

One Year with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser service March 6.
1916—Pacemaker, elected December 6.
1917—Pacemaker, elected August 1.

Dallas

PACEMAKER



NAME

Date—Entered Bowser service.
Date—Pacemaker.
Date, Pacemaker.

DISTRICT

THE OTHER FELLOW'S SIDE

When you're forming your opinions
Do it carefully—go slow—
Hasty judgments oft are followed
By regretting—that I know—
And in argument, be careful
Not too quickly to deride—
Try to look upon the subject
From the other fellow's side.

Ah, if you would use but caution,
And a little less of self!
Think a little more of kindness
And a little less of pelf,
Try to help the other fellow
Not to hurt him—don't you see
How much fairer, brighter, better
This old world of ours would be!

O'er and often I've discovered
That the other fellow knew
Lots of things about some subjects
Which I didn't think were true;
And I'd still be groping vainly,
In my flick'ring light and dim,
If I hadn't hesitated
While I hearkened unto him.

Keep the path your mind would travel,
Broad and open all the way;
Walk with Wisdom's comrade—Caution—
Heeding all he has to say;
And no matter what arises,
Ere against it you have cried,
Try to look upon the subject
From the other fellow's side.

—Selected.

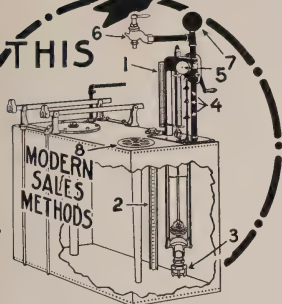


What About Your Salesmanship Tank?

STOPS

You are going out every day and telling the trade that their equipment is out of date and inefficient. Are you sure that your own is all right?

Where you you stand, Mr. Salesman? Are you, too, allowing precious drops of time and energy to trickle away. Are you, too, doing business in a careless and unsatisfactory way? Are you, too, running big risks of a business blow-up? Every day in the week you are preaching the enormous loss that comes from out of date methods, but have you installed the very best personal equipment? Think it over!



STANDARD EQUIPMENT OF A1 SALESMAN

1. Accurate knowledge. Knowledge of self, of goods, of sales methods.
2. Accurate measure. Measure of self and abilities and possibilities.
3. Inlet valve for letting in new ideas and methods.
4. Full value stops. Full value to public, to Company and to self.
5. Sales register. Complete and careful records to Company weekly.
6. Shut off device. No wasting of time of customer and self and Company.
7. Expansion habit. Insures growth and ability to meet new situations.
8. Saturday drip pan. Catches orders that the old methods lose.

WHAT IT MEANS NOT TO HAVE UP-TO-DATE SALESMAN'S EQUIPMENT

1. Money loss. Loss to Company and to self.
2. Time loss. Loss through missed trains, extravagance, carelessness.
3. Evaporation of interest. A man is interested in the thing he does well.
4. Under measure. To self, to public, and to Company.
5. Poor service. And poor service always means failure.
6. Costly mistakes. Mistakes that will wreck the sales machine.
7. Poor looks. And a man who's work looks poor, loses confidence.
8. Fire danger. An explosion from the Office follows such methods.

The man who owns a gold mine is a fool not to work it.

Some men would rather sleep an hour later than wake up and find themselves famous.

H. T. Eggleston is very near the Pacemaker tape at this time. Mr. Eggleston works in Memphis territory.

Our southern friend, Mr. S. M. Chilton of Virginia, is about to step over the line and join the Pacemakers' Club.

We recently received from him a fine dry cleaning order consisting of a five-tank, four-barrel, standard dry cleaning system, and a seven-barrel, Cut 101. The best part of the order was that it was taken after ten o'clock on a Saturday night. Some record!



STANDING OF FORTY HIGH MEN

AUGUST 10, 1917

1. E. L. Milliron.....	Harrisburg	21. S. F. Taylor.....	Albany
2. K. F. Hessenmueller.....	Harrisburg	22. J. A. S. Meyer.....	Memphis
3. W. V. Crandall.....	Denver	23. B. A. Deffler.....	Chicago
4. R. S. Johnson.....	New York	24. W. B. Offerle.....	Harrisburg
5. W. B. Stamford.....	Harrisburg	25. J. M. Prigg.....	Harrisburg
6. R. Coddington.....	Denver	26. R. D. Leonard.....	Harrisburg
7. G. W. Scott.....	New York	27. R. D. Eckeberger.....	Memphis
8. J. J. Connelly.....	Chicago	28. J. J. Manning.....	Chicago
9. H. A. Vortigern.....	Harrisburg	29. W. A. Armstrong.....	Michigan
10. R. W. Jewel.....	Denver	30. J. F. Vonderembse.....	Denver
11. J. R. Sibley.....	New York	31. H. Dalgaard.....	New York
12. C. R. Eggleston.....	Albany	32. W. C. Smith.....	San Francisco
13. J. G. Phipps.....	Ohio	33. S. O. Williams.....	Dallas
14. N. Mattingly.....	Denver	34. E. L. Veirs.....	San Francisco
15. E. R. Bird.....	San Francisco	35. W. C. Sutton.....	Indiana
16. A. G. Hartgen.....	Harrisburg	36. W. C. Halsey.....	Albany
17. G. P. Dickey.....	St. Louis	37. C. C. Frederick.....	Railroad
18. N. Paquette.....	Toronto	38. C. J. Rogers.....	Chicago
19. F. H. Peeples.....	New York	39. R. A. Dusault.....	Albany
20. J. T. Gibbons.....	Washington	40. J. S. Bronson.....	St. Louis

District Office Quota Standing 31st Week Ending August 11

DIVISION "A"

1. St. Louis.....	L. E. Porter, Manager
2. Dallas.....	B. L. Prince, Manager
3. Harrisburg.....	H. C. Storr, Manager
4. San Francisco.....	D. S. Johnson, Manager
5. Albany.....	W. M. Mann, Manager
6. Toronto.....	
7. Chicago.....	T. D. Kingsley, Manager
8. Atlanta.....	H. C. Carpenter, Manager

DIVISION "B"

1. Ohio.....	I. L. Walker, Manager
2. Memphis.....	H. W. Brown, Manager
3. Michigan.....	A. S. Bowser, Manager
4. New York.....	C. H. Davies, Acting Manager
5. Denver.....	C. C. Barnett, Manager
6. Washington.....	A. W. Dorsch, Manager
7. Indiana.....	J. W. Burrows, Manager
8. Louisville.....	R. E. Fleming, Manager

District Office Lubricating Standing, August 8, 1917

1. ST. LOUIS	5. SAN FRANCISCO	9. ALBANY	13. NEW YORK
2. DALLAS	6. HARRISBURG	10. OHIO	14. MICHIGAN
3. DENVER	7. INDIANA	11. MEMPHIS	15. ATLANTA
4. CHICAGO	8. WASHINGTON	12. TORONTO	16. LOUISVILLE

FIFTY-THREE PACEMAKERS

FIFTY-THREE PACEMAKERS HAVE BEEN ANNOUNCED TO DATE

The First Ten men to win entrance into the Club, average $7\frac{1}{2}$ years with the Bowser Company.The Last Ten men to win entrance into the Club, average $3\frac{1}{2}$ years with the Company.The First Twenty-five members average $6\frac{1}{4}$ years with the Company.The Last Twenty-five members average $3\frac{1}{2}$ years with the Company.

Those figures mean something. They mean that the longer a man stays with the Company, the bigger his chance of being an early Pacemaker, and the bigger his returns for the year will be. They give assurance that added years and experience make for greater earning capacity. They form absolute proof of the statement that if a man will spend some time in learning how to sell Bowser goods, the reward is sure.



BOWSER BOILER

SEPT. 1ST 1917
Vol. XVI. NO. V.



"All institutions are but
the lengthened shadow
of some dominant
character—

Emerson



**BACK OF BOWSER PRODUCTS IS THE
EXPERIENCE OF THIRTY-TWO YEARS**

BOWSER MEN IN NEW PLACES

Recent Changes in the Organization

The true test of the growth of a tree, of a man, or of an institution is its change. That which does not grow, does not progress. Continued progress is the law and test of life, and nowhere is this more true than in a great commercial organization such as S. F. Bowser & Co. There must be a continuous stream of capable men swarming up the steps of the business ladder to bigger success, bursting heroically through to new duties, new responsibilities, new opportunities. It is, therefore, always a sure indication of a healthy business pros-

perity when there are frequent well-deserved advancements. It means that the organization is alive, is pushing steadily forward. At the same time it is always a pleasure to record the rewarding of worth while men; it gives one faith to believe that the commercial world is not the soulless monster of greed that it has been some times pictured, but is rather a more benign and helpful place where true worth and character prosper and receive their just recompense.

THE LATEST PROMOTIONS

A. S. BOWSER **SECRETARY OF COMPANY**

T. D. KINGSLEY **CENTRAL DIVISION MANAGER**



For the past two years Mr. A. S. Bowser has been carrying double duties, being Secretary of S. F. Bowser & Company and at the same time actively engaged in the direction of the Sales work in the Michigan District as Manager of the Michigan District Office.

From now on his attention will be entirely centered upon the numerous duties connected with the Secretaryship of the Company. We feel that no account of Mr. Bowser's very successful work and record is necessary, inasmuch as he has been a recognized figure in the industry since his official connection in 1906.

His knowledge of the executive end of the business, together with his untiring ability for work, make him especially well qualified for the larger duties connected with the Secretaryship at the present time. Mr. Bowser has the best wishes of the entire organization for his continued success in his broader field of activity.

Former Position.....Manager Chicago District.
First Came with Company.....January 9, 1911.
First Position with Company.....
.....Salesman, Fort Wayne District.



Under the successful management of Mr. T. D. Kingsley the Chicago District has enjoyed a very gratifying period of prosperity and production. Mr. Kingsley has been in charge there for the last two years and in that time his splendid character has

brought him into high regard with an ever increasing host of friends and business associates. He is possessed of a keen and magnetic personality that seems to eat its way through obstacles like the flame of a blow-torch. His experience has been varied and intensive with the Company, he having held successive positions in the Fort Wayne Sales Department, the Minneapolis Office, the Chicago Sales Department, the Philadelphia Office. This experience has given him a broad perspective and a keen appreciation and he comes to his new position at Fort Wayne eminently fitted to distinguish himself in his new and larger field.

A. W. DORSCH - - - - - Manager Fort Wayne District



Former Position Manager Washington District.
First Came with Company June 1, 1908
First Position with Company Salesman, Fort Wayne District.

Another change in the formation of the sales divisions has resulted in the making of the old Indiana, Ohio and Michigan territories into two new sales centers to be known as the Ohio and the Fort Wayne Districts, the latter to be composed of the States of Indiana and Michigan, and the Ohio District to be the whole of Ohio. At the head of the Fort Wayne District Office will be placed Mr. A. W. Dorsch, fresh from his successful career in Washington. Mr. Dorsch has been very active in the direction

and development of the eastern district ever since its formation in 1914. Common sense, loyalty, dependability and aggressiveness are the secrets of Mr. Dorsch's success with S. F. Bowser & Company. He can perhaps best be described by saying that he is one of those men who take the job that other less forceful characters have called "impossible" and demonstrate its possibilities. He does things; that sums up the whole of his personality. It is a safe estimate that his energy and enthusiasm will mean a continued growth both for himself and his new charge.

J. W. BURROWS - - - - - Manager Tri-State District



Former Position Manager Indiana District.
First Came with Company March 10, 1910.
First Position with Company Sales Correspondent.

As a means to the more effective handling of the business from the middle western states it has been found advisable to take what was formerly the Chicago District, add to it a broad strip from the State of Iowa and divide the whole into three new Districts to be known as the Tri-State, the Minneapolis and the Chicago Districts. It is over the first of these, the Tri-State, that Mr. Burrows is to preside, with his

headquarters at Chicago. This is the latest of a series of moves by which Mr. Burrows has risen rapidly in the Bowser employ, he having served his time as Sales Correspondent, Assistant to the General Manager, Sales Department, and Manager Indiana District. Anyone who knows him and has come in touch with his efficient, courteous, and helpful personality will realize that he is destined to be a conspicuous leader in his new setting. He is the type of man whose success it is a pleasure to recount.

E. B. FRENCH - - - - - Manager Washington District



Former Position Assistant to Manager Eastern Div.
First Came with Company October 7, 1910.
First Position with Company Correspondent, Fort Wayne Sales.

To succeed Mr. Dorsch in the capacity of Manager of the Washington District Mr. E. B. French has been selected. Mr. French has had a long and laudable career with the Company, being trained in field work, in branch office work and in the Home Office. He is the kind

of a man who is able to bring a fine combination of energy and practical knowledge to bear upon any problem or situation and with such an equipment there is every reason to feel that as the leader of the important Washington branch he will give a wonderfully effective service. His salesmanship and his loyalty to the Company should carry him far.

GEORGE S. BACON - - - - Acting District Manager, Chicago



Former Position Assistant to General Manager.
First Came with Company July 6, 1909.
First Position with Company Correspondent, Fort Wayne Sales.

Mr. George S. Bacon will temporarily take charge of the newly re-organized Chicago District. Mr. Bacon is one of the rising young men of the Organization and it is a genuine pleasure to tell of this well merited advancement for him. His fine, manly character has made him universally respected and will continue to give

him a high rank in the regard of his associates. Mr. Bacon has seen much service with the Company, having been first in the Fort Wayne Sales, then to the Atlanta District, then to the Michigan Sales, thence Assistant to Eastern Division Manager and Assistant to the General Manager. This training has fitted him to make good in the advanced work in Chicago and he will give a good account of himself there.

R. R. SAFFORD - - - - - Manager Minneapolis District



Former Position Assistant to Manager, Chicago District.
First Came with Company January 1, 1913.
First Position with Company Salesman, Minneapolis District.

It has been said that serving under Mr. T. D. Kingsley is an effective business education in itself and if that be the case there is no doubt but that Mr. R. R. Safford approaches his new duties as Manager of the recently formed Minneapolis District with a liberal supply of

stored up business acumen. Mr. Safford first worked as a salesman in the Minneapolis District, was later in the Office there, then under Chicago Office, then in General Sales, then to Ohio District, and lastly back to Chicago as assistant there. This wide experience has certainly fitted him in no mean way to head the new and important Minneapolis District.

I. L. WALKER - - - - - Manager Ohio District



Former Position Manager Old Ohio District.
First Came with Company January 1, 1909.
First Position with Company Correspondent, Fort Wayne Sales.

During the last two years the work of the Sales Organization in the Ohio District has gradually been approaching a higher level of efficiency and Bowser products have gained a more and more firmly fixed position in that locality. This very worth-while achievement

and development has been due in no small measure to the efforts and the directive power of Mr. I. L. Walker, District Manager. Mr. Walker will now have charge of an enlarged section including the whole of the State of Ohio to which his attention will be devoted and he will push still higher his reputation as a successful sales general.

A. D. CARRIGER, - Asst. to Mr. T. D. Kingsley, Mgr. Central Div.



Former Position Assistant, Chicago District Manager.
First Came with Company July 1, 1909.
First Position with Company Purchasing Clerk.

It is experience and experience alone that will successfully prepare a man to effectively fill the higher and more responsible positions in the Bowser Organization. It is with an admirable supply of this important factor that Mr. A. D. Carriger comes to his new position in the Central Sales Division. His long and inten-

sive training with the Company, not only in the Home Office as Purchasing Clerk and in the General sales, but also in the branches at Chicago and Louisville, doubly equips him for the important functions of his new place as Assistant to Mr. Kingsley in the work of the Central Division. His previous work has shown him to be able and conscientious in the highest degree.

C. L. HOBROCK - - - Assistant to Eastern Division Manager



Former Position Manager Order Department.
First Came with Company December, 1905.
First Position with Company Order Department.

Mr. C. L. Hobrock has been promoted to the important position of Assistant to Mr. R. S. Colwell, Manager Eastern Division. To meet the demands of his new duties Mr. Hobrock brings a thorough acquaintance

and an expert knowledge of the Bowser line. He has for several years been in charge of the Order De-

partment and has by his abilities as an executive and organizer brought that Department up to an exceptional point of efficiency. Before his connection with that department he was associated with the General Sales and the Detroit Sales Office. He is one of the true-blue, loyal and dependable kind of men as well as a very thorough and efficient worker and he will get results wherever he is stationed.

R. G. CONKLIN - - - Assistant to Manager Minneapolis District



Former Position Assistant to Indiana District Manager.
First Came with Company March 7, 1910.
First Position with Company Accounting Department.

In the building up of a new branch in any industry a handy accumulation of experience and knowledge serves as a balance wheel to keep the new machine from scrapping itself, and tends to make successful fruition of

new plans more certain. It is partly with this principle in view that Mr. R. G. Conklin has been

assigned to an important post in the new Minneapolis Office. He has served in many capacities during his stay at Bowser's, having among other things been in the Accounting Department, in the Milwaukee Office, in the Sales Department and in the Indiana Sales. Thus prepared, he will be able to render signal aid in the newly constructed District.

F. O. SALLEE - - - Assistant to Manager Tri-State District



Former Position Assistant to Michigan District Manager.
First Came with Company March 16, 1914.
First Position with Company Stenographer, Lexington District Office.

For some time past Mr. F. O. Sallee has been a steady and reliable assistant to Michigan District Manager and before that he had considerable experi-

ence at the Lexington Office and as assistant in the Louisville District Office. With the background of this practical training and with his extensive grasp of details and situations he will be a strong assistant to Mr. Burrows in working out new plans in the Tri-State District.

H. O. CHILTON - - Assistant to Manager of the St. Louis District



Former Position Indiana District Office.
First Came with Company January 27, 1913.
First Position with Company Clerk, Fort Wayne Sales.

Mr. H. O. Chilton, the tall young man with the soft southern accent, is to leave his present position as the Assistant in the Indiana District and go as Assistant to Mr. L. E. Porter at St. Louis. Mr. Chilton's dependability, his winning personality, his aggressive

energy and application have, and will continue to make him a successful and efficient getter of results and a brilliant career is predicted for him as a member of the Bowser family. He has prepared for his present situation by work in the Fort Wayne Sales, in the Order Department and Sales Department and in the Indiana Sales.

W. L. KENNEDY - - Assistant to Fort Wayne District Manager



Former Position Correspondent, Eastern Division.
First Came with Company March 9, 1916.
First Position with Company Sales Correspondent.

Mr. W. L. Kennedy, with his tactful courteous, thorough-going character should prove a splendid assistant to Mr. Dorsch in the conducting of the multitudinous details of

the organization of the new Fort Wayne District Office. He has previously been employed in the Eastern Division where his fine force of personality and his all-around effectiveness have given him a high standing.

DAVE WARD - - - - - Special Minneapolis Representative



Former Position Salesman, Chicago District.
First Came with Company March, 1907.
First Position with Company .. Salesman, original Minneapolis District.

Mr. Dave Ward, who for a good many years past has been one of our most successful and consistent producers in the Northwest and who by a remarkable sales record has demonstrated his worth and energy, has been made Special

Representative in the new Minneapolis District and in that advanced capacity will continue to turn his attention to the furtherance of Bowser interests. It has afforded the management great pleasure to be able to thus recognize the work and worth of one of the Company's loyal men.

GOING UP

Flowers in their development grow UPWARD. As the days of childhood are left behind we grow TALLER. As we succeed in our work we assume HIGHER positions. The law of growth, of progress, of successful achievement is doing an infinite number of successively HIGHER things. GOING UP is the way of effective life. Preceding are shown a few men of the Company who have RISEN to new opportunity. They have accomplished this by working consistently for the job UP AHEAD. Their present ELEVATION is an assurance of future success. And more than that, it is an example and a spur to every other Bowser employee. The qualities that have helped and are helping these men to GO TO THE TOP, will help you. It is a matter of fixing your attention upon the NEXT STEP UP, and drawing yourself UP to that level.* Are you going UP?

A fifty point gain was the record of C. R. Monroe, Indiana salesman, for the two weeks ending August 9th.

A. L. Casey, of the St. Louis Office, is the father of a young son, born August 7th, weight nine pounds.

SUCCESS

It's the coward who quits to misfortune,
'Tis the knave who changes each day,
'Tis the fool who wins half the battle,
Then throws all his chances away.
There is little in life but labor,
And the morning may find that a dream;
Success is the bride of endeavor,
And luck but a meteor's gleam.
The time to succeed is when others,
Discouraged, show traces of tire;
The battle is won in the home stretch,
And won 'twixt the flag and the wire.
—Selected.

L. C. Tanner is on the last lap of his five hundred point race. Mr. Tanner resides and sells in the Dallas District.

W. H. Trammell has crossed the Pacemaker line but he is plunging right ahead and selling goods as hard as ever.

H. A. Vortigern is at work in his territory and piling up Pacemaker points to his already good record.

C. Groves, who is a Bowser man in Memphis' jurisdiction, is getting within striking distance of the Pacemakership. We trust that it will not be long until we may announce his entrance.

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XVI SEPTEMBER 1, 1917 No. 5



ENERGY

Energy is one of the great factors of success.

It is so conducive to progress that many men succeed solely as a result of their intensive activity, although a large percentage of their energy may be apparently wasted.

A man can crowd so much work into his days and keep it up so steadily that he will succeed in spite of misguided efforts and lack of well defined methods.

Everybody admires a brisk, lively, intense worker. They are quick to predict and discern the fruits of his labor and are inclined to magnify his accomplishments in their own minds because of the boosting anxiety which is felt for him by those with whom he comes in contact.

We say of such a man, "he is a hustler" and knowing that hustling is one of the fundamentals of progress, we look for him to get along well, and even put ourselves out to shove him up the ladder. That is why nothing succeeds like success.

Few people realize how much they are thought of and talked about by others. You are constantly weighed and measured by the people you meet—every act and expression is helping to form impressions and force conclusions in the minds of those with whom you mingle.

It is surprising how quickly one can gain the reputation of being a hustler, and it is wonderful how valuable such a reputation becomes to a man.

One of the "sure things" in this world besides death and taxes is the fair-mindedness of the people as a whole. You can always count on gaining the encouragement and support of the majority when you put real enthusiasm and a lot of steam into your work.

People are willing to believe that intense activity, enthusiasm and force are founded on a good purpose and will place their confidence in any man who displays these vitalizing factors in his efforts.

Genius is largely a matter of energy, because intense energy will soon enable a man to find out the right and gradually abandon the lost motion in his work.

When he reaches that point he voluntarily adopts systematic methods and makes every stroke count.

That is why great, successful men give so much prominence to the importance of **work** as one of the prime essentials to success.

Get the work habit. Intelligent and uniform work is nature's grand cure for most of the maladies and miseries that beset mankind—it promotes the physical, financial, mental and moral well-being of everyone, regardless of vocation, position or circumstances.

There may be some who appear to reach their heights without persistent, tireless work—but they are the exceptions to the rule.

When you create the impression of a hustling, hard-worker in the minds of others, they are always willing to regard your statements as having weight—the fact that you are always busy establishes the conclusion that you are successful and that your advice is worth while.

When people feel that way about you it makes it easier for you to get the business and much easier for you to handle the customer under any and all circumstances.

Nature plays no favorites in apportioning her day-time. The sun rises at the appointed hour for all alike and thus gives every man an equal start with his fellows.

Those who do not take advantage of that equal start have no right to complain, and those who make it a rule to be always on the job at the appointed hour have nothing to complain of in the game of business.

M. A. Ashley deserves favorable mention for the work he is doing in Atlanta territory.

E. H. Murdock is another Chicago man who is sailing right along towards the Pacemaker Port. He was a Fort Wayne visitor recently.

By recent reports R. H. Sherlock, of Chicago, is keeping up a good sales average.

H. Gunn is a Dallas man who is nearing Pacemaker-ship.

R. Coddington is multiplying Pacemaker points in his Denver District.

N. B. White contributed a good line of business to the Louisville quota during the first of August.

In the list of "The Worthy Six" of Memphis appears the name of C. J. Cannon. Mr. Cannon is a new man with the organization and we trust that his name will appear in such good company often in the future.

A very satisfactory amount of business is being reported lately by C. A. Millman. Mr. Millman works under San Francisco Office.

S. W. Silsbee is another good Bowser salesman in New York District. That's the trouble with New York—they are all good.

In less than two weeks J. W. Freeman of Canada turned in over fifty-five points of business. That rate should bring him to the Club without delay.

J. S. Carrington, of Washington District, is turning in good business. He is now listed in the Washington "Almost a Pacemaker" class.

Harry Cuddie, Junior, is a new arrival at the home of H. O. Cuddie, Toronto's efficient salesman.

Just a few points is all that keeps S. M. Chilton, of Washington District from the Pacemakership, and he promises to make those points if he continues at his present rate.



We all think: we all work; we all think while we work; and I judge we think about the work right then in hand while working; but to sum it all up, the great point is to PLAN YOUR WORK, THEN WORK YOUR PLAN.
C. C. BARNET,
District Manager.



The race is won by those who run. Strike your gait, boys. The weather's fine — the corn's a-growing. Convention's coming. We're all all-a-going. Hit 'em up.
L. E. PORTER,
District Manager.



The opportunities presented right now for pushing the sale of Bowser equipment are numerous, and promising. It is our business not to overlook any of them.
E. B. FRENCH,
District Manager.



The dealers need Bowser goods. We have Bowser goods to sell. It is a matter of letting them know that we have goods that will satisfy their demands.
R. R. SAFFORD,
District Manager.



Right now is the time to work every "inland town" in your territory. The roads are good, the weather is fine, and the merchants, the garage owners and the manufacturers are getting ready for the fall business, which is surely going to be good.
W. M. MANN,
District Manager.



Most of the boys are closing a fine business. There are a few who are not doing as well as they are capable of, judging by their records. To these I want to say, GET BUSY. If other men can do it, you can.
A. W. DORSCH,
District Manager.



Coast Survey by

We are accordingly anticipating that every man will throw his heart into the work more than ever, with the certain result



Whatever happens, Bowser quality will be supreme. The trade can be made to realize that, and when they do realize that they will buy. It is our job to make them realize.
HARRY CHRISTIE,
Sales Manager,
Toronto.



I want to ask every man in organization to set his house in order and bend every energy to attaining the 500 points, with n up until that ambition is accomplished.

L. P. MURRAY
Mid-Western Manager

S. C. Klein is going to be christened Pacemaker in the near future. Mr. Klein works under the Atlanta Office.

W. P. Shepherd, of Chicago, has been a Pacemaker for five years. He is going to add a sixth marker to his record this year.

One of the dependable producers from the Chicago District is F. C. Rice. Mr. Rice is almost into the "over five hundred" class.



For some time past, and most especially this year, we have been urging you to be Broader Business Builders,—not simply follow the line of least resistance. Carry this idea in mind and you will ATTRACT the interest of your buyers.
J. W. BURROWS,
District Manager.

We this strong I know the la same the fi

The out o man y hours week' on the work succee

Coast s Generals

that the year 1917 will prove to be the best year for Bowser Salesmen individually and the Company as a whole.

M. SAVERCOOL,
eral Sales Manager.



Let us get together to excell our past achievements in the months that are to follow. Let us grow in volume of business and in selling efficiency.

R. S. COLWELL,
Eastern Manager.



The successful salesman these days is the man who keeps in touch with the market and with local conditions and is accordingly always the first to take advantage of any new arguments which will assist in the sale of his goods.

D. S. JOHNSON,
Western Manager.

J. G. Roberts scored for Albany some time ago with a Chief Sentry order and three fine private garage orders.

C. M. Fredericks, T. H. Moseley and C. H. Priddy turned in good Lubricating Sales records for the second week of August.

C. H. King did a great business during the early days of August.

Working together, giving every man a square deal and pushing Bowser quality and Bowser service will give big results. Let's try and cultivate the organization attitude.

GEORGE S. BACON,
Acting Dist. Manager.



It therefore behooves each and every salesman fighting under the banner of the Atlanta Office to be up on his toes, fighting with that enthusiasm that surmounts all difficulties, and which is possessed by all whose hearts and souls are in the "game" of passing those District Offices now in the lead.

H. C. CARPENTER,
District Manager.

We are mighty proud of the splendid records that the boys of the Dallas District have made. Some exceptionally fine results have been secured.

B. L. PRINCE,
District Manager.



The honor belongs to the man in the field. The Memphis Office or H. W. Brown can't win the Cup. It takes the Memphis Organization. It takes all of us working in harmony and co-operation. It takes team work.

H. W. BROWN,
District Manager.



We have made a record this year that has never been approached by any other office and we are mighty proud of the Harrisburg boys.

H. C. STORR,
District Manager.



Here's the point—I know every one of you are thinking men—that you are men of ideals—that you are men of ideas—that you are men of ambition. The big thing we need, then, is active, enthusiastic, buoyant-spirited application to the job.

C. H. DAVIES,
Acting District Manager.



Crops are good and business will move right along after harvest. With two hundred and fifty billions of National wealth, six thousand millions of loanable credit and eight billion dollars of loanable surplus in National banks alone, to say nothing of the disbursements of dividends and wages in this country, business will move this fall. GET READY NOW.

I. L. WALKER,
District Manager.



Walter Snapp continues to lead the St. Louis force in Lubricating sales.

C. I. Benford and H. U. Earle will register themselves as Pacemakers within a few weeks, reports the Denver correspondent.

W. J. O'Brien has been selling equipments to factories turning out munitions and other material for the government. A recent order was for three Cut 121 outfits.

The report for the month ending August 9th shows that F. Browne made exactly one hundred points in that period. It is that sort of work that is going to keep Harrisburg District right up in the front rank.

We find the following in the last Sales Bulletin from the Denver District: "It is a pleasure to note the fine showing made by R. E. Erwin, who seems to have taken the bit in his mouth and is bound to register a Pacemaker without further delay."

J. F. Renick led the St. Louis sales force in sales total for the week ending August 11th.

E. R. Handley is a Washington man who is well on the way to Pacemakership.

C. P. Law, of Harrisburg Sales Force, did a good business the first weeks of August. We expect C. P. to repeat this year and be at the big doings in January.

F. C. Schuster, of Albany District, recently secured an order for Dry Cleaning equipment amounting well up to the thousand mark. Means a big increase in his point standing toward the Pacemaker Club.

F. W. Devereaux is nearing Pacemakership for the sixth time. One of his recent sales was a mighty good gasoline equipment, including a 1,000 gallon Chief Sentry outfit. Albany is rightly proud of this consistent sales maker.

C. L. Huffman is an Indiana man who is selling the goods this summer.



A BOWSER SALESMAN AT "THE OLD MAN'S DAY"



This picture was taken at Winona on the day of the recent Bowser excursion to that place. The owner of the fine machine is K. F. Hessenmueller, Pacemaker Vice-President, who was on a trip extending throughout the middle west. In the car with Mr. Hessenmueller is Fred Knoche, Special Salesman, and several other loyal Bowser boosters.

J. R. Sibley is way down in Maine just now, resting a bit. He deserves it.

Albany credits J. Lyons with another good private garage order.

H. W. Oattis is still "going good." Mr. Oattis is one of Atlanta's dependable producers.

Paul is the name given to a new member in the family of N. Wetzel, Bowser salesman in the Chicago District.

In Dallas C. E. Joyce is keeping up a rapid fire of sales slips pouring into the mail box.

The Albany correspondent calls attention to a recent report from W. F. Eastman. Mr. Eastman sold two Cut 101's and all accessories. Some class to this kind.

It need not be said that J. C. Ward, of Chicago, is keeping up his high sales average—that goes without saying. Friends may be interested in knowing that he is going to be a Pacemaker soon.

For the second week of August A. de Place, of Albany, brought in a 1000 gallon, 12 gauge tank for a commercial garage, and also some good private garage orders.

From Memphis comes the report that J. L. Steenhuis is doing splendid work in Southern Mississippi and although he started late in the year he has excellent chances of being a Pacemaker in the very near future.

E. P. Dolan and C. R. McLaughlin, of Memphis District, were visitors at Fort Wayne recently.

E. F. English should be mentioned as one of the men who is holding up his end of San Francisco's quota.

In a recent general letter from the St. Louis Office mention is made of the records of some of the men for the first half of August. Of special interest is the work of C. M. Fredericks and Walter Snapp, who in addition to a fine bunch of regular sales, are credited with over a hundred dollars' worth of accessories. Commission secured on accessory orders is just as good as that made on any other kind.

L. E. Porter, District Manager at St. Louis, is the father of a new baby girl—congratulations.

Michigan Division calls attention to a sale effected by R. J. Goodman not long ago. The order was for a one thousand gallon, twelve gauge, Cut 102, sold to a public garage in his territory. A few orders like that will put Mr. Goodman into the Pacemaker Club. Right now he needs but a few points to complete his five hundred.

K. F. Hessenmueller is to the Harrisburg District what his fellow townsman, Honus Wagner, is to the Pirates—a regular organization in himself. No need to add he is sending them in his usual steady stream.

A new Indiana man who is getting the knack of selling Bowser goods is J. S. Williams.

A recent addition to the Louisville sales force is S. A. Bass, who took up the Bowser line there the first of August.

Lee Kuhn is getting up in the four hundreds in number of Pacemaker points and will be an early entrant into the Club.



A SNAP TAKEN IN SASKATCHEWAN

The accompanying cut shows three big Bowser men who have sold and are selling a lot of Bowser equipment. The gentleman at the left is Mr. C. H. King, an enthusiastic, energetic salesman from Canada. In the center is T. D. Devilbiss, oldest Bowser salesman, at present doing special work for the Company. At the right is H. O. Cuddie, another Canadian worker. The snap was taken in Saskatchewan in Mr. Cuddie's territory while Mr. Devilbiss was on a trip there recently.

C. M. SIGLER PROMOTED

C. M. Sigler, who has been working as a salesman in the Dallas District, has been transferred from that work and appointed as Assistant to Manager B. L. Prince in the Dallas District Office. Mr. Sigler is well and favorably known to the entire organization. His broad experience in our business and his personal qualifications make him especially fitted to take up the duties of this position and we extend to him our heartiest congratulations and best wishes in his new work.



VISITORS AT THE HOME OFFICE

Harry Christie, Sales Manager of the Toronto Office, was in Fort Wayne the latter part of August.

C. J. Rogers, Chicago Pacemaker, visited Fort Wayne recently.

J. E. Allen, Special Salesman working under Indiana District, visited the Home Office not long ago.

J. C. Tibbles, one of the successful new salesmen working under Michigan Office, was in Fort Wayne the last of August.

G. A. McCurdy, Michigan Director, called at the Office the other day.

AGAIN THE BOWSER PROVES ITS SUPERIORITY

Sumter, S. C., Aug. 20, 1917.

S. F. Bowser & Company,
Ft. Wayne,
Indiana.

Dear Sirs:—

Would like to state I happened to a misfortune a few days ago. My store was burned and had very little insurance.

The Bowser Oil Tank I bought from your agent went through the fire with 27 gallons of oil all O. K., with oil near a boiling point. Some paint was burnt off, but I am still able to use same without any trouble.

Yours very truly,

(Signed) REYNOLDS GROCERY CO.

C. L. Speight—\$4,500.00 sales during August, his first month with us. He looks like a winner as a salesman. That kind of work is going to keep Washington District right up with the leaders.

BOOSTING BOWSER'S

Wm. A. Davis.

I don't believe in booming, for booming doesn't pay;
A thing boomed sky-high yesterday may be all bum today;
But I believe in boosting whatever's fair and square,—
Whatever has true merit,—at all times, everywhere;

Let it be men or business,—let it be what it may,
I like to hear real merit proclaimed in any way.
As one who courts no favors,—as no poor sycophant,—
I'm always boosting Bowser's,—the product and the plant.

For I've known S. F. Bowser for years beyond a score,—
I knew him when he made his start and many years before,—
I know the struggle that he made, back there, to get that start,
And said the Lord will help him for he's going to do his part.

The little shop has grown since then to one of mammoth size;
From grit and purpose, strong, has come a mighty enterprise;—
A falt'ring venture then, but now, a business, fixed and vast
Where hosts of men take up the work of one man of the past.

And if you go to Russia,—to China or Japan,—
To any land beneath the sun, you'll find a Bowser man,
Fair in his business dealings, all straight in what he tells,
And proud of home and country and of the goods he sells.

Therefore, I'm boosting Bowser's;—I think it's right, don't you,
When one finds business enterprise that does what it should do,—
That stands by those who aid it and shows in every plan
It's not forgetful of our God and home and fellow man?
Fort Wayne, Ind., Aug. 13, 1917.
Route 3, Box 58.

FOR RENT

1601 Abercorn Street
(S. W. Corner Thirty-second and Abercorn
Streets)

Contain reception hall, parlor, dining room, den, butlers' pantry, storage pantry, kitchen, lavatory and cellar. Four bed rooms, sleeping porch, large linen closet and bath.

Screened throughout. Automatic hot water heater. Large yard. Two-car brick garage, cement floor. **Garage equipped with 100-gallon underground Bowser gaso-line tank and pump, also oil tank.**

BROWNE & LEACY, Real Estate

"Savannah, Ga., Aug. 27, 1917."

"Editor Boomer:

"Here's an advertisement which appeared in Sunday's edition Savannah Morning News.

"I thought it a pretty good 'Bowser ad.' Have had several persons call my attention to it today.

"Yours & etc.,

"S. C. KLEIN."

MY VISIT TO THE FACTORY AT FORT WAYNE

"MINNEAPOLIS, Minn., August 10, 1917.

"Well, Boys and Co-Workers, I, as most of you know, spent Tuesday and Wednesday at the Bowser Factory at Fort Wayne, and I can truthfully say that the Factory and all of the Office is the busiest place I have visited for some time, and it looked to me as if Bowser & Co. would surely supply everybody in the world in a few days. Bowser and Company have surely increased the output of their Factory, away beyond my expectations, and I am thoroughly convinced that everything is being done that is possible to take care of our orders, and get the outfits out to the trade as soon as possible. They are shipping on an average of about 1,400 outfits per week now. You all can see from this that they are catching up on the Sales force very fast, and I am sure that before the first of the year they will have a fine stock on hand at their Warehouse.

"You, who have been at Bowser's Factory, have seen the Machine Shop. I would say that in their main Machine Shop they have extended the large drill presses all along the side of the shop, there being about twice as many of them working now than there was the first of January, 1917, and in the Assembly Room they are not only using all of the ground floor, but they have balconies built all along the sides of this building, and every foot of this balcony is occupied by men erecting some kind of a pump.

Paint Shop.

"Instead of there being a few dozen pumps being painted and only part of this room being used for painting as it always has been on my former visits, now the entire room is full of Cut 241 and 102 Pumps principally and a lot of men are passing them along in great shape.

The Tank Shop.

"This room has been enlarged fully one-third, for all of the Tanks under construction and tank material I have never seen anything like it in all my life, and it took some time for myself and escort to get through this Department.

"The Crane that works from the Shops to the Warehouse, which I watched for sometime, was delivering a finished tank to the Warehouse every ten minutes. While in the Warehouse I noted that there was a force of men loading outfits on the cars. These men were stirrped right down, and going to it in great shape.

"The Ship-a-Hoy Building was so full of stock and wheel-tanks under construction I could scarcely get into it, but the wheel-tanks were coming out of the building at a fast rate.

"I also noted that further down the line workmen were constructing a large temporary building. This building will be used to help the congestion of some of the other parts of the shop.

"The new Office Building was certainly a 'BEAN-ER' and I believe when completed it will be the finest I have ever seen. The exterior of the Office is about complete now.

"Now, boys, I have tried in my own way to give you this information to the best of my judgment, just as I saw it. I expect before the first of January the Bowser Factory will be at the point where they can tell one and all of the salesmen that there are plenty of outfits on hand, and for us to get out and sell them.

"Yours very truly,

"JAMES WARD.

ABOUT MR. C. H. KNODELL

Toronto Office has just forwarded to us a very special mention of the work of C. H. Knodell of that District. Mr. Knodell is a recently elected Pacemaker, his announcement appearing in this issue of the Boomer. This is Mr. Knodell's first entrance into the Club. He came with the Company too late in 1915 to make his five hundred points and last year was so seriously handicapped by almost continuous illness as to fail to make the required number. This year things have been going better and he secured his business in good time. The winning order that carried him past the goal posts was for a battery of twelve Cut 109's, complete with filling devices, for handling paint and lubricating oils. Just a short time before he had secured a similar order for ten Cut 109's. Both orders were sold on short terms and were complete in every way. Work of this sort explains why he is succeeding so splendidly this year.

BOWSER

PACEMAKERS 1917

BOWSER

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER



C. R. McLAUGHLIN

Three Years with
S. F. BOWSER & CO., Inc.

1914—Entered Bowser service June 1.

1916—Pacemaker, elected November 22.

1917—Pacemaker, elected July 21.

Memphis

PACEMAKER



C. L. HUFFMAN

Three Years with
S. F. BOWSER & CO., Inc.

1914—Entered Bowser service May 11.

1917—Pacemaker, elected August 14.

Indiana

PACEMAKER

PHOTO NOT
RECEIVED
IN TIME FOR
REPRODUCTION

J. S. BRONSON

One Year with
S. F. BOWSER & CO., Inc.

1916—Entered Bowser service Oct. 16.

1917—Pacemaker, elected July 23.

St. Louis

PACEMAKER



C. H. PRIDEY

One Year with
S. F. BOWSER & CO., Inc.

1917—Entered Bowser service February 21.

1917—Pacemaker, elected August 16.

St. Louis

PACEMAKER



C. H. KING

One Year with
S. F. BOWSER & CO., Inc.

1916—Entered Bowser service December 11.

1917—Pacemaker, elected August 13.

Toronto

PACEMAKER



F. W. SWERER

Two Years with
S. F. BOWSER & CO., Inc.

1915—Entered Bowser service July 28.

1917—Pacemaker, elected August 17.

Denver

BOWSER

PACEMAKERS 1917

BOWSER

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER



C. H. KNODELL

Two Years with
S. F. BOWSER & CO., Inc.
1915—Entered Bowser service March 1.
1917—Pacemaker, elected August 9.

Toronto

PACEMAKER



J. S. LEWIS

One Year with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser service November 13.
1917—Pacemaker, elected August 22.

Dallas

PACEMAKER



R. H. SHERLOCK

Eight Years with
S. F. BOWSER & CO., Inc.
1909—Entered Bowser service July 6.
1912—Pacemaker, elected December 6.
1913—Pacemaker, elected November 24.
1914—Pacemaker, elected December 17.
1915—Pacemaker, elected December 22.
1916—Pacemaker, elected September 26.
1917—Pacemaker, elected August 18.

Chicago

PACEMAKER



J. F. JEFFREYS

One Year with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser service September 28.
1917—Pacemaker, elected August 24.

Washington

PACEMAKER



G. P. STOVALL

Four Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service February 6.
1914—Director, elected November 11.
1915—Director, elected June 30.
1916—Director, elected July 7.
1917—Pacemaker, elected August 18.

Washington

PACEMAKER



A. E. MOFFATT

Eleven Years with
S. F. BOWSER & CO., Inc.
1906—Entered Bowser service August 1.
1912—Director, elected June 10.
1913—Director, elected July 7.
1914—Pacemaker, elected November 6.
1916—Pacemaker, elected November 22.
1917—Pacemaker, elected August 27.

Toronto

BOWSER

PACEMAKERS 1917

BOWSER

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER



P. CARLTON

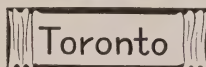
Six Years with
S. F. BOWSER & CO., Inc.
1911—Entered Bowser service April 17.
1917—Pacemaker, elected August 29.

PACEMAKER



K. N. MCINTOSH

Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service September 1.
1916—Pacemaker, elected November 29.
1917—Pacemaker, elected August 29.



MR. E. L. VEIRS



B. G. WHITLOCK

Herewith are shown the likenesses of two Bowser Pacemakers whose photographs arrived too late to be published in company with their Pacemaker announcements, which appeared in earlier issues of the Boomer. The one gentleman is E. L. Veirs of San Francisco District, who made the Club June 13. The other is B. G. Whitlock of Chicago territory who was announced as a Pacemaker July 20. We take great pleasure in again calling attention to the fact that these two men are members of the Club.

Michigan District has been treated to a nice little race for the Directorship. G. A. McCurdy, P. Carlton, R. J. Goodman and J. B. Hagaman have each landed within reaching distance of the coveted position and it is a lively competition to see which one will cross the line first. Latest—McCurdy won!!!

R. D. Eckeberger is keeping up the Pacemaker pace in his Memphis territory. Mr. Eckeberger seems to have the habit of selling Bowser goods. It is not a bad habit to have.

DIRECTORS



E. STEINHAUSER

Two Years with
S. F. BOWSER & CO., Inc.
1915—Entered Bowser service January 19.
1917—Director, elected August 27.



G. A. MCCURDY

Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service January 27.
1916—Pacemaker, elected November 17.
1917—Director, elected July 14.

STANDING OF FORTY HIGH MEN

AUGUST 25, 1917

1. E. L. Milliron	Harrisburg	21. F. H. Peeples	New York
2. W. V. Crandall	Denver	22. W. B. Offerle	Harrisburg
3. K. F. Hessenmueller	Harrisburg	23. B. A. Deffler	Chicago
4. W. B. Stamford	Harrisburg	24. S. F. Taylor	Albany
5. R. S. Johnson	New York	25. R. D. Leonard	Harrisburg
6. R. Coddington	Denver	26. W. T. Simpson	Railroad
7. G. W. Scott	New York	27. J. S. Vonderembse	Denver
8. J. J. Connelly	Chicago	28. J. S. Bronson	St. Louis
9. H. A. Vortigern	Harrisburg	29. J. M. Prigg	Harrisburg
10. J. G. Phipps	Ohio	30. J. J. Manning	Chicago
11. R. W. Jewel	Denver	31. S. O. Williams	Dallas
12. N. Paquette	Toronto	32. W. A. Armstrong	Michigan
13. C. R. Eggleston	Albany	33. R. D. Eckeberger	Memphis
14. N. Mattingly	Denver	34. H. Dalgaard	New York
15. E. R. Bird	San Francisco	35. W. C. Smith	San Francisco
16. J. R. Sibley	New York	36. W. M. Booker	Harrisburg
17. A. G. Hartgen	Harrisburg	37. W. C. Sutton	Indiana
18. G. P. Dickey	St. Louis	38. W. C. Halsey	Albany
19. J. A. S. Meyers	Memphis	39. C. J. Rogers	Chicago
20. J. T. Gibbons	Washington	40. C. C. Fredericks	Railroad

District Office Quota Standing 33rd Week Ending August 25

DIVISION "A"

1. St. Louis.....	L. E. Porter, Manager
2. Dallas.....	B. L. Prince, Manager
3. San Francisco.....	D. S. Johnson, Manager
4. Harrisburg.....	H. C. Storr, Manager
5. Toronto.....	Harry Christie, Sales Manager
6. Albany.....	W. M. Mann, Manager
7. Chicago.....	{ Minneapolis R. R. Safford...Mgr. Tri-State... J. W. Burrows...Mgr. Chicago... G. S. Bacon...Atg. Mgr.
8. Atlanta.....	H. C. Carpenter, Manager

DIVISION "B"

1. Ohio.....	I. L. Walker, Manager
2. Memphis.....	H. W. Brown, Manager
3. Michigan (Ft. Wayne) A. W. Dorsch, Manager	
4. Denver.....	C. C. Barnet, Manager
5. New York....	C. H. Davies, Acting Manager
6. Washington.....	E. B. French, Manager
7. Indiana (Fort Wayne) A. W. Dorsch, Manager	
8. Louisville.....	R. E. Fleming, Manager

District Office Lubricating Standing, August 23, 1917

1. ST. LOUIS	5. CHICAGO	9. OHIO	13. NEW YORK
2. DALLAS	6. HARRISBURG	10. WASHINGTON	14. MICHIGAN
3. DENVER	7. INDIANA	11. TORONTO	15. ATLANTA
4. SAN FRANCISCO	8. ALBANY	12. MEMPHIS	16. LOUISVILLE



Cut No. 41

The Cut No. 41 Gasoline Outfit makes the storage of gasoline, safe, convenient and profitable. Protects life, property and industry. It has helped to make many Pacemakers and will help you to be one.



CHRISTMAS

DECEMBER

THANKSGIVING

NOVEMBER

A FULL LARDER

OCTOBER

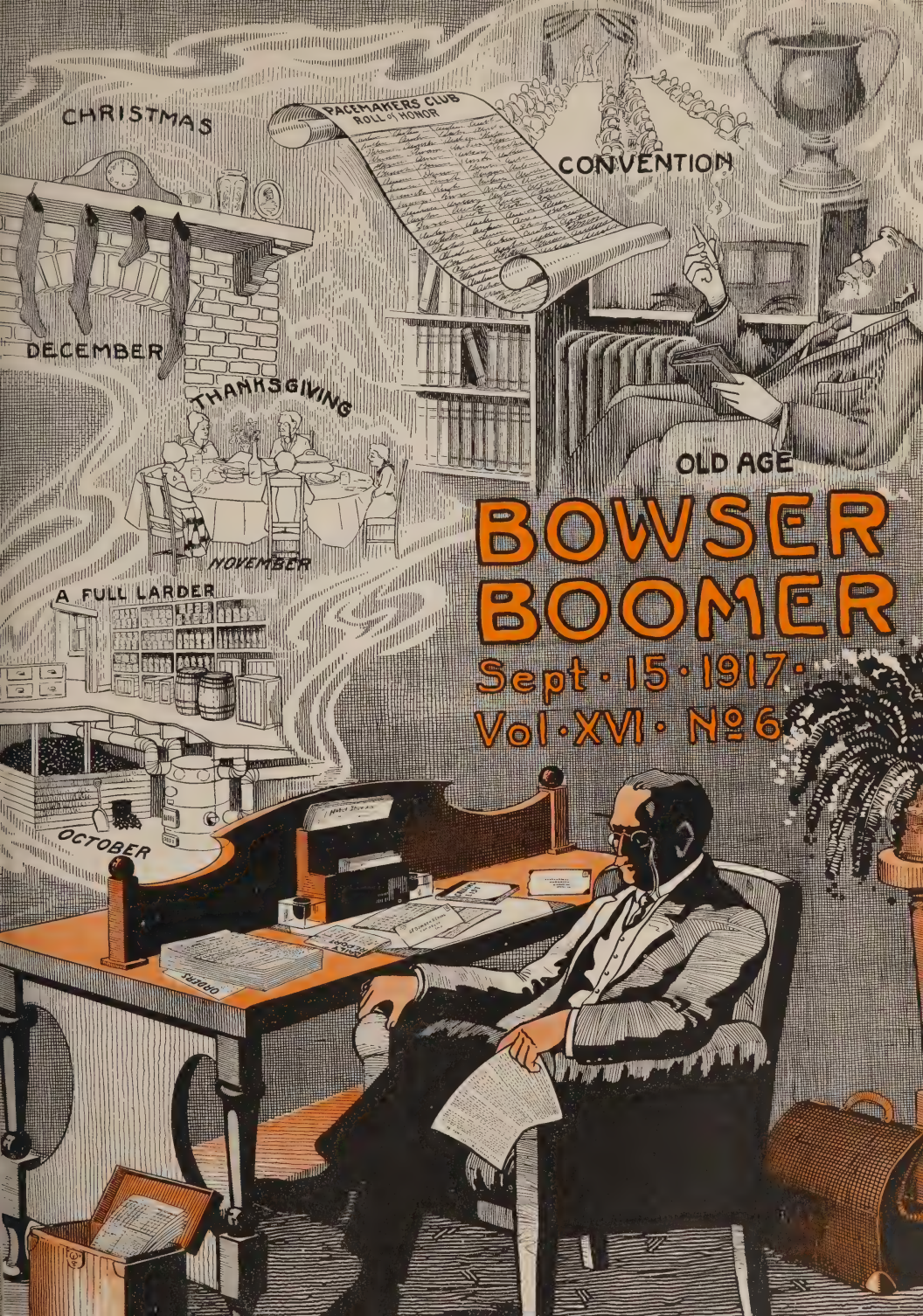
PACEMAKERS CLUB
ROLL OF HONOR

CONVENTION

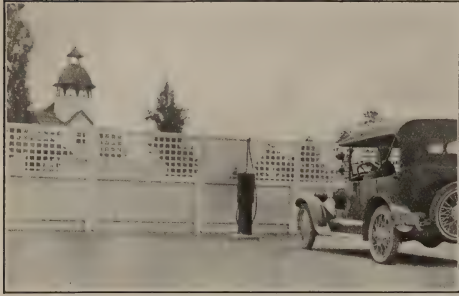
OLD AGE

BOWSER BOOMER

Sept. 15, 1917.
Vol. XVI. No. 6



IT'S ALL IN THE CAR



Some time ago we received this photograph from K. F. Hessenmueller, Pacemaker Vice-President. Mr. Hessenmueller's own letter will probably tell about the installation better than we might be able to do.

"Mr. Kagay:—

"Enclosed you will find a negative of a good illustration of a Bowser pump. The gentleman making the installation has a beautiful country home in Coraopolis Heights, and on account of the very poor fire protection, he decided to buy an outside pump and set it about fifty feet from his barn. . . ."

The car in the picture is "the one that made me Vice-President this year."

Our Harrisburg correspondent, C. L. Powell, recently forwarded to us a very interesting little write-up concerning one of Harrisburg's star producers, G. N. Roos, newly elected Pacemaker from that district. It seems that Mr. Roos has a cabin up on the Susquehanna river where he spent a few days this summer resting from the labors involved in his energetic race for points. Mr. Roos, being a practical as well as a theoretical lover of good roads, started out to build a thoroughfare that was to reach from his cabin to the river, a matter of 100 yards. The nearby Pennsylvania railroad roadbed furnished an ideal place from which to secure gravel and crushed stone and Mr. Roos was making splendid progress until a rough and unlettered track foreman came along and inquired of Mr. Roos just what he thought he was doing. An intimate little discussion followed. Contrary to what might be expected, Mr. Roos succeeded in convincing the track foreman that the building of this "Lincoln Byway" was a matter of considerable importance and the railroad should not object to contributing a few loads of material. Indeed, so handy was Mr. Roos with shovel and wheel barrow that after watching his operations for some time the foreman was filled with a great admiration for his energy and industry and finally offered him \$1.90 and transportation if he would go to work on the railroad. Mr. Roos did not accept this proposition, however, feeling that he was satisfied in his present connection. Next year he intends to do some more road building, it is said.

OBSERVATION.

It has been said that of ten men who look upon the thundering floods of Niagara only one sees Power.

Of ten men who see Power there, only one sees a practical way to turn that Power into the doing of Work.

Men had seen steam rise from the boiling water many, many times but it remained for James Watt to see a way to utilize the energy latent there.

Lightning had been playing through the clouds for thousands of years but it took the insight of Franklin to first tap the sources of electricity.

The list could be continued indefinitely. But the important fact is that the great inventions, the great discoveries, the great steps forward in science, in commerce, in all phases of human activity have been made by men with the ability to see. The recognition of Opportunity is the first step in her conquest.

So let's wake up. Right now, today, this hour, the world needs big men, great inventors, financiers, writers, thinkers. Our own business, our own firm, is in need of exceptional men, men who can see the thing that can be done and needs to be done—and then do it. All the great host of business men, inventors, thinkers of the past—they are dead and cannot help much in the betterment of our particular world. All the host of great doers of the future—they are not born yet and cannot help much. It seems to rest upon us. It is we who are right now doing things who must do the big things of today. Our business affords the opportunity. Can we and will we see and seize these opportunities? Why not?

J. J. Lyons led the Albany Tenacious Ten squadron for the last week of August. S. A. Collins was second, and C. R. Ross occupied third place.

If our records read aright J. C. White, of the Dallas District, turned in one hundred and fifteen points of business for the two weeks ending September 6th. That is certainly exceeding the speed limit in production.

C. O. Hottel, according to the latest information from the Statistical Department, during the early days of September leaped from three hundred and ninety-six to four hundred and seventy points. We call that good work. At that rate San Francisco will soon have another Pacemaker to their credit.

J. W. Merickel, of Winnipeg, Canada, reported with three orders for coaloil and gasoline equipment totalling almost a thousand dollars and they were all written Saturday on a flying trip of 140 miles with his new Henry. He says that he would prefer that more of the week was composed of Saturdays.

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XVI SEPTEMBER 15, 1917 No. 6



MAKING THE YEARS COUNT

There is a parable related of a certain man who as a youth was a wonderful whistler.

"He certainly has a great future before him," said the friends of the family.

A little later this young fellow graduated from his high school, not with very good grades, it is true, but with a reputation for being a wit and a good fellow.

"He has a great future before him," said the friends of the family.

His mother took in washing and sent him through college. He had a very good time and though his work was not exceptional, yet he was ever ready to tell a good story or organize a new kind of a party, and since he seemed bright and obliging, his prospects looked good.

"He has a great future before him," said friends of the family.

A year or two after graduation he took up a position with a business firm. He was not inclined to work very hard and his services were not especially valuable, but he was a good "mixer" and was the life of the party when he went out with the fellows. Every one called him a good sport.

"He has a great future before him," said friends of the family.

He married one of the prettiest girls in town. They did not have much to start on, for he had never managed to save any money, but they took a little house on a back street and she planted rose bushes and learned to make over last year's dresses. They did not have much but—

"He has a great future before him," said friends of the family.

Let's end the story. He lived to be eighty years old. He never worked very hard. He never got ahead. Mostly he was unhappy.

Mostly he was always just on the verge of making a big success, of doing something worth while, but he never quite got it done. And then one day he died. They had a funeral.

"He has a great future before him," said the minister who held the services and who happened to be a friend of the family.

That was the way one man lived and died.

* * *

Thus are the tragedies of our lives written. Day after day we allow the splendid promise of our better selves to go unfulfilled. Day after day we go on being "good fellows," "nice boys," "fine mixers," but other less talented men do the heavy work of the world and gather in the big prizes. Day after day we live at a level just a bit lower than our best and the end of our days find us a bit lower than our worst. Figure it out as you please, stretching out ahead of each one of us are just about so many years. In those years are so many months, so many days and hours and seconds. And we of our own will cannot stretch in a single extra second; when the end comes—we'll go. That is the law.

So the only thing is to make our years count as we live them. Let us learn to squeeze the last drop of worth out of each second before we let it go. Let us learn to live each one as if it were the last one that we would ever have. Let us give our best and finest of worth and work to the world. . . . Then at the end not only can we look forward into Eternity with a calm, sure confidence, but we can look back over our finite existence with the gratifying assurance of a job well done and a life well lived. We will have turned the great future ahead of us into a worthy past behind.

OPTIMISM

The man who wins is the man who does,
The man who makes things hum and buzz,
The man who works and the man who acts,
Who builds on a basis of solid facts;
Who doesn't sit down to mope and dream,
Who humps ahead with the force of steam,
Who hasn't the time to fuss and fret,
But gets there every time—you bet.

A new man to enter Bowser ranks was Malcolm Moore who is selling equipment down in Dallas district. Mr. Moore came with the company about the middle of August.

A new man with Memphis district is C. S. Foster who took up his duties as Bowser salesman there the first of September.

KEROSENE OUTFITS

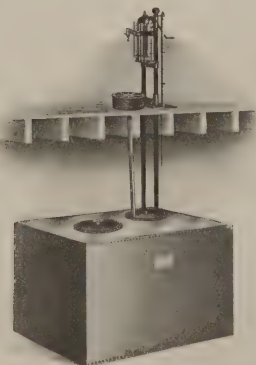
CONSIDER the Kerosene Outfit—the original product manufactured by S. F. Bowser & Co., Inc. From the ideas and principles embodied in this outfit grew the wonderful Oil Handling and Storage Facilities which comprise the Bowser Line of today.

There is no more important field for the activity of every Bowser Salesman than that of Kerosene Storage. The uses of Kerosene are more extensive than ever before; it is handled in larger quantities; an actual daily necessity in every town and village in your district—hence, the importance of its proper storage.

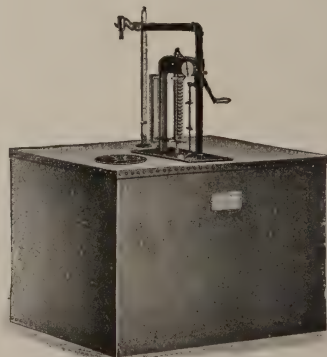
Many of our salesmen have always recognized the possibilities of pushing the Kerosene line, hard, and have profited accordingly. A few of the topnotchers among whom are H. T. Purdy, J. J. Connelly, C. E. Joyce, E. R. Handley, F. C. Rice, and W. S. Row—all leaders in the sale of Kerosene Storage Equipment.

If you have not been pushing this line, now—is the time for you to make a special effort to reach every Kerosene Prospect, explaining to them the perfection in safety, convenience, accuracy and economy combined in the Bowser System.

This extra effort on your part will do much to secure your membership to the 1917 Pacemakers' Club.



Cut No. 1, Cellar Outfit For KEROSENE



Cut No. 19 First Floor Outfit For KEROSENE

THE STORY OF ONE SATURDAY

Once in a while a salesman has a day when everything seems to be going his way and success comes readily to his call. Such a day fell to the lot of H. T. Eggleston, Memphis salesman, recently, and we want to give the record of that one day.

Calls made 6
Sales made 6

(Five personal calls and one telephone.)

Equipment Sold.

Cut 241—5-Bbl., 12-Ga.
Cut 125—3-Bbl., 16-Ga.
Cut 102—10-Bbl., 14-Ga.
Cut 241—5-Bbl., 14-Ga.
Cut 19-B—2-Bbl., 14-Ga.
Cut 241—5-Bbl., 14-Ga.

And he never touched the Long Term Order Book.

Memphis reports that I. H. Carr led the district in point of sales recently. Mr. Larr has only been in his Arkansas territory since June, but his record shows that he is getting right to work and putting out Bowser goods.

Two men in the organization who certainly deserved special recognition just now are C. H. Pridey of St. Louis district and J. W. Freeman of Canadian territory. These two men are new salesmen with the company, Mr. Pridey having joined Bowser ranks in February of this year and Mr. Freeman in March. The point of interest concerning these two men is that they are the first newcomers to break into the Pacemakers' Club. Mr. Pridey was elected August 16 and Mr. Freeman came in on the 31st of the same month. The making of this sort of a record means something for a salesman and they and their districts may be justly proud of their achievement.

J. J. Cline led the Dixie Boosters recently. Mr. Cline is an Atlanta salesman who keeps sending in the business with great regularity. He was a Pacemaker in 1914 and is going to be again this year.

Down in his Dallas field L. C. Tanner has been busily, yet at the same time quietly, stowing away Pacemaker points that he has almost reached the Club. Mr. Tanner was a Pacemaker last year.

R. Coddington was leading Denver District Lubricating Contest according to the latest information from there. Mr. Coddington is a recently elected Pacemaker, as Boomer readers will recall, and has been sending in a bigger volume of business than ever, since his election.

According to all present indications D. Moore will repeat his last year's performance and elect himself Director from the Louisville District this year. Right at present he is getting well along towards that goal and it is but the matter of a very few weeks until he will have attained his five hundred points.

R. W. Maxey is a soon-to-be Pacemaker. He works in Memphis District, producing a consistent volume of orders.

ARE YOU USING PAINT OIL DATA SHEETS?

Shortly after the Convention, each one of you salesmen were sent new blank forms of Paint Oil Sheets. To what extent have you used these means of intelligently and systematically working the paint oil trade?

The really big thing that this Paint Oil Data Sheet does toward creating a sale is, that it vividly brings to the attention of the merchant the magnitude of his paint oil business; it makes him realize just how large a part this department of his business is compared to his business as a whole. In the average store the paint oil department is a weight, a fire hazard and a detriment to the merchant. On the other hand, this factor of his business should be a good paying investment.

By means of these Data Sheets you can make a complete analysis of his oil business and show him specifically how he can put his paint oil business on a paying basis by storing his oils in a clean, economical and safe method.

We might mention the instance of a large hardware store in the Middle West. S. F. Bowser & Company had been trying continuously for eight years to sell them equipment. Finally, through the medium of the Paint Oil Data Sheets, a salesman sold them 20, 2-bbl. Cut 109's complete.

The sale of Paint Oil Equipment is far less difficult than you imagine. Sell yourself on this subject and then go after the business. Capitalize your opportunities—systematic, intelligent efforts are bound to bring results.

We have not mentioned S. W. Scroggs lately but that does not mean that he has been idle or unsuccessful. Mr. Scroggs is a Dallas man and is doing his part to keep the District standing up to its present high level.

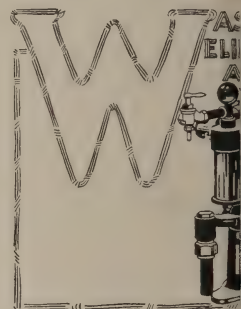
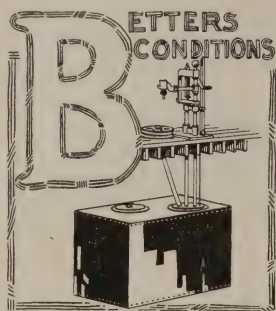
For those who are interested in the work of E. F. English we may say that he is keeping up to a high pitch of endeavor and the time is not far distant when he will have sold himself into the ranks of the Pacemakers' Club. Mr. English is a San Francisco salesman, twice previously a Pacemaker, and a steady seller of Bowser products.

A part of the business recently reported by E. W. Adams, of Albany, is a fine public garage order which included among other equipment a Cut 101 and a 1,000-gallon tank. A few orders of this kind will land Mr. Adams in the Club.

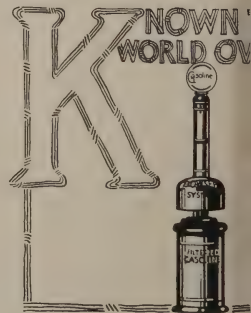
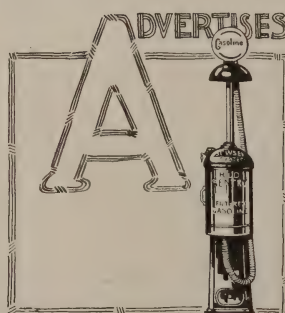
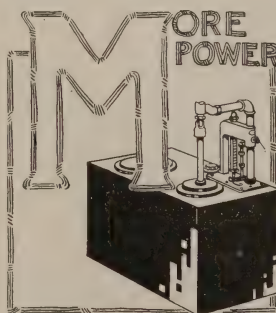
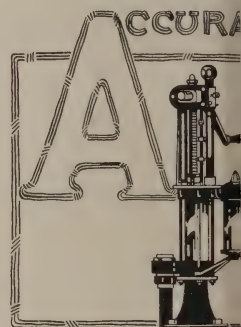
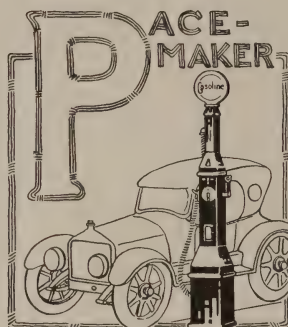
E. W. Miles is a new salesman working in the city of Chicago. His first week's work indicates that he is going to do a fine business, he having secured three good factory orders already.

G. G. Davey, St. Louis territory, came with the Company in May. He has been doing a great business lately and expects to make the Club this year.

These Working Tools, when used
and Care will B

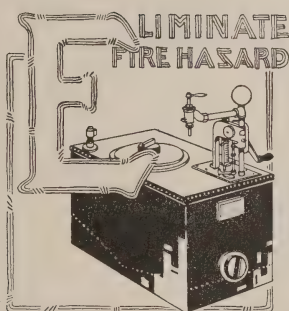
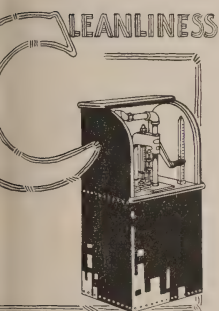
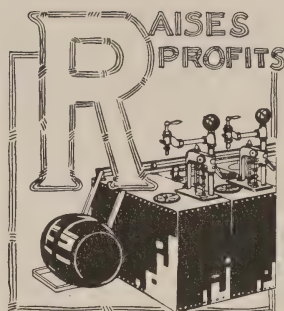
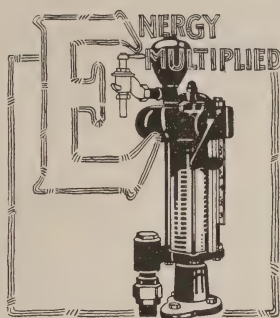
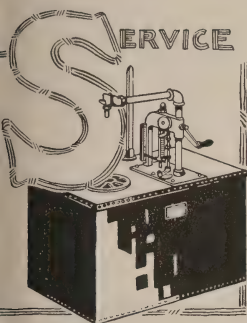


EVERY MAN A
PACEMAKER
IN 1917

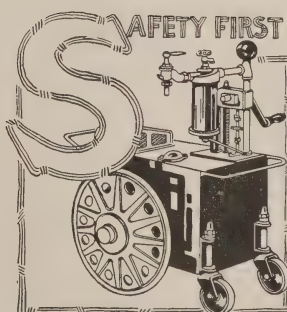
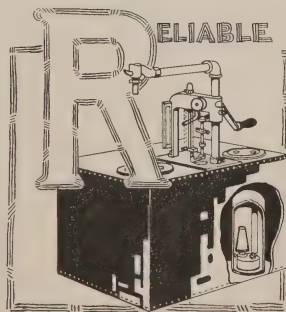
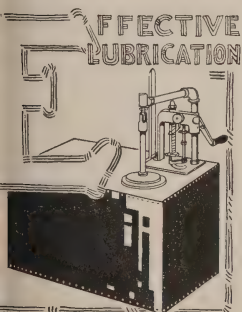


The Foundation on which

With Industry, Knowledge, Loyalty
Your Success



THE
WORKING TOOLS
OF A BOWSER
SALESMAN



Every Pacemaker Builds



Coast to Coast Survey

By Our Sales Generals



Are you giving the Paint Oil line attention? Do you realize the value of our Paint Oil Data sheet? An analysis of the oil business of any firm where oil is not handled properly will result sooner or later in splendid orders for you.

T. D. KINGSLEY,
Vgr. Central Division.

With the encouraging business conditions now prevailing the Sales organization should be able to pro-



duce some remarkable results. It rests with every man to do his individual part.

The fall campaign is in. Go to it and don't overlook any bets. Our slogan for September: "S a n Francisco in second place by October 1st. D. S. JOHNSON, Western Manager.

E. M. SAVERCOOL, General Sales Manager



Business this fall will be better than ever in the history of the business world. It is a sure thing that the Bowser Company will enjoy the largest business in the history of the Company and I know that the St. Louis District is going to share in that success to the fullest measure. Have you carefully made your plans and set your mark to shoot at?

L. E. PORTER,
District Manager.



Since the world began there are at least two sides to every story and to every visible and object and some have three or four sides or even more! Therefore get hep to all sides. If you confine your views to one side or to your own side prejudice sets in and an injustice is done by yourself and others.

C. C. BARNET, District Manager.



The Bowser organization is certainly trimming "Old Man Quota" these days. Another big gain last week; and the boys are certainly stepping off in "prize winning" fashion this week.

J. W. BURROWS,
District Manager.



Individually you have made a fine record on both the sales and lubrication quotas and I know you will maintain it. The same loyal co-operation which you gave the Chicago Office, aided by the close co-operation of this office, located in the heart of the territory, will put Minneapolis at the top.

R. R. SAFFORD,
District Manager.



It would certainly be fine if every man in the Fort Wayne District could wear the little Pacemaker badge in January. There is not a man among you who is not capable of doing this. Gentlemen, the reward is easily worth the effort. Let's see what you can do.

A. W. DORSCH,
District Manager.



The function of the Bowser salesman is to sell Bowser goods,—first, last and always.

R. S. COLWELL,
Eastern Manager.



A salesman will never get anywhere unless he has nerve and when you mix it with determination, hard and conscientious work, integrity and loyalty, the entrance to the gates on the road to success will be opened wide.

H. W. BROWN,
District Manager.



Most men work for rewards of some kind. To some the reward of consciousness of work well done is sufficient; some can wait for long periods in hopes of reaching ultimate results. This is the stuff of which martyrs and business men are made.

W. M. MANN,
District Manager.



Making the Club is a matter of keeping right on the job and working all the line. You are all able to do that.

G. S. BACON,
Act. Dist. Manager.



The season is here for giving particular attention to the Store line,—Kerosene and Paint Oil equipment. The calling list should be your guide in working the territory in a close and systematic manner.

E. B. FRENCH,
District Manager.



Take it to heart, boys, I'm for you, first, last and all the time. Your success is ours. We need your hearty co-operation. Put yourself on that forty-eight-hour-per-week schedule, increased business will surely result and will boost your District.

R. E. FLEMING,
District Manager.



Mighty good results have been reported this year. We are proud of our salesmen and we are going to be more proud as the fall orders come in.

HARRY CHRISTIE,
Sales Mgr., Toronto.



Never before has the outlook and the opportunity for Dallas salesmen to do a big business and make big money been more favorable than they will be for the balance of this year.

B. L. PRINCE, District Manager.



Work the Lubricating Oil line hard right now. Oils are precious and must be conserved and the Bowser system will conserve them if we will give it a chance.

C. H. DAVIES,
Acting District Manager.



Do not forget that larger and better storage is needful because of the advanced cost of oil and the absolute necessity of conservation. Keep an "Eagle Eye" out for business in general and particularly for prospects on outfits handling Lubricating Oils.

I. L. WALKER, District Manager.



The cream of the season lies before you and in order for you to make the most of it means,—that there be no lost motion; it means that when you secure an order that order must be strictly in accordance with the Company's policy as regards PRICE,—TERMS,—PROPER EXCHANGE ALLOWANCE, ETC., all of which goes toward preventing a return trip, additional time and expense to you for the purpose of re-writing an order on the basis acceptable to the Company.

H. C. CARPENTER,
District Manager.



We should speak and carry ourselves that we indicate power. Only through such a showing of reserve can we produce great emphasis when we need it.

H. C. STORR, District Manager.

THE CREED OF A BOWSER SALESMAN BY J. E. ALLEN

I believe in the S. F. Bowser & Company because to its making has been given the finest thought of the master mind whose name it bears; I believe in these pumps because I know that beneath the luster of a matchless exterior lies honesty and integrity in material form, I know that bound up in every outfit are those qualities which manifest themselves in all great achievements; in the Bowser outfits I know that I am selling an article that is made of iron and steel, a pump that must and does symbolize and maintain a priceless reputation built of honor; my faith is not alone a faith in a pump—it is a faith in ideals of men, for I know that back of this great factory the Ideal is ever master. I believe in S. F. Bowser and so I stand inspired with the blazing truth that I am selling the results of his honest efforts, something not only built by man, but built of men, to be sold to men, BY A MAN.

The Atlanta correspondent remarks that "it fell to the lot of M. A. Ashley to support the dignity of Alabama" on the roster of the Dixie Boosters. From our observations we would say that Mr. Ashley is quite capable of doing that. Mr. Ashley came with the Company in 1914, made the Pacemakership the same year, repeated last year, and is well on the way to his five hundred points for this year.

A lubrication order for three Cut 64's, F. C. W. O. was J. G. Roberts' passport when he called at the Albany Office recently.

J. W. Weems, of Dallas, is sending in orders so rapidly that we confidently expect to be able to announce their Pacemakership in next issue of the Boomer. Mr. Weems was a Pacemaker last year.

H. W. Oattis has been selling considerable Bowser goods in the Kerosene, Lubricating and Paint Oil lines lately. Mr. Oattis is an Atlanta man.

In Denver District W. V. Crandall still continues to lead in yearly sales average. His total for the year is steadily mounting skyward and he bids fair to establish a tremendous record.

—and the Worst is Yet to Come



And the worst is yet to Come

FOLKS IN RUTS

The world is full o' ruts, my boys, some shaller and some deep;
And ev'ry rut is full o' folks as high as they can heap.

Each one that's growlin' in th' ditch is growlin' at his fate

An' wishin' he had got his chance before it was too late.

They lay it on someone else, or say 'twas just their luck—

They never once consider that 'twas caused by lack o' pluck.

But here's the word o' one that's lived clean through from soup t' nuts:

The Lord don't send no derricks 'round t' hist folks out o' ruts.

But only them that helps themselves, an' tries for better things,

Will ever see the helpin' hand t' which each climber clings.

This here's the hard, plain, solemn facks, without no ifs or buts:

The Lord don't send no derricks 'round t' hist folks out o' ruts.

—Gillian.

The Michigan man to win the high honors for successful sales work for the first of September was C. A. Mathison. Incidentally we might say that though he went to work in his present territory too late last year to push his way into the Club, he is going to remedy that condition this year and to that end he has gathered in a goodly bunch of orders thus far and the addition of a few more will bring him into the "Promised Land."

The gap between R. C. Foster and the Pacemakership is rapidly closing and there is not much doubt that very soon he will pass the five hundred mark. Mr. Foster is a salesman under Dallas, a new man last year and also a Pacemaker last year.

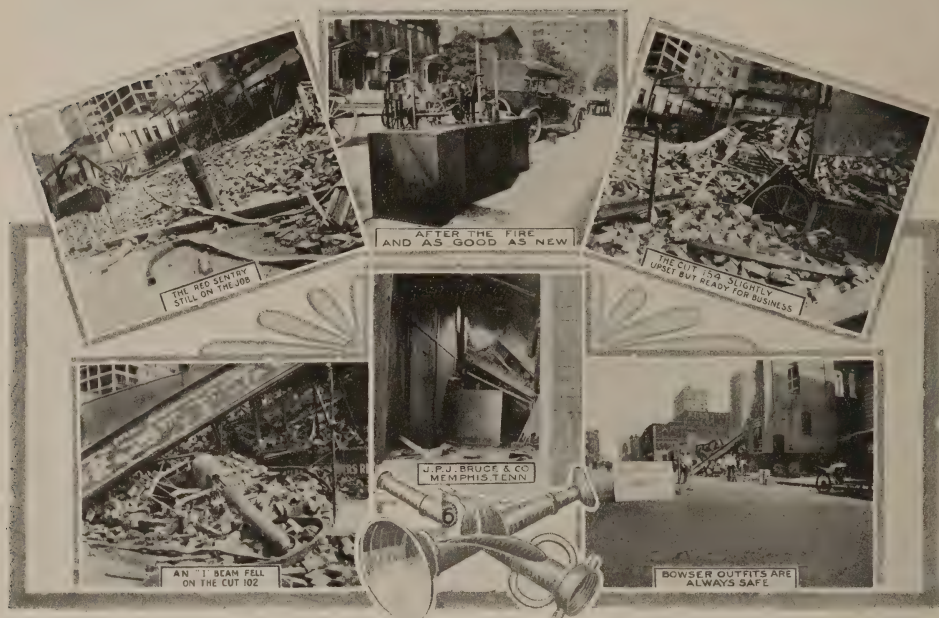
I. K. Jacobs and E. Steinhauer won favorable mention in Ohio district correspondence recently.

The "Big Four" from Indiana was led by W. S. Tredway at the time of last reports from that District. While he has only been working under the Indiana division since the middle of February, Mr. Tredway has pushed the sale of Bowser equipment with considerable success.

Sunday morning, September 2, W. J. Magrane became the father of a two-fisted baby boy. Mr. Magrane is a Bowser salesman in Chicago and a prospective Pacemaker. With this new incentive he should soon push his way to the tape.

J. C. Harding is another San Francisco producer who has captured a good total of Lubricating business. Mr. Harding was a third time Pacemaker this year, which shows that he has been keeping right on the job since he came with the Bowser Company.

A SEVERE FIRE TEST OF BOWSER OUTFITS



The accompanying cut tells its own story. It is a story that has been told time and again since Bowser equipment has been put on the market—the story of service and durability in the face of the most trying circumstances. The pictures were forwarded from the Memphis Office and were taken in the city of Memphis after a fire which occurred there some time ago.

VISITORS AT THE HOME OFFICE

J. J. Connelly, Chicago Pacemaker, called at the Office and Factory recently.

B. N. D. Milliron, salesman from Ohio District, was a visitor here recently.

R. G. Conklin, new Assistant to R. R. Safford in the Minneapolis District, called at the Office not long ago. He reports that the prospects are very bright for the newly created District and indicates that Minneapolis is going to be heard from in the near future.

A. Laverty, Michigan salesman, was in Fort Wayne some time ago.

M. D. Keefe, of Albany District, is nearing the Pacemakership. The few points that he needs should be supplied between now and next issue.

J. S. Whitney recently got his name entered into the Albany good books by reason of an order for Cut 63's.



We are glad to reproduce herewith likeness of J. S. Bronson, whose photo was received too late for publication with his announcement of election to the Pacemakers' Club, in the September 1st Boomer.

SATURDAY EFFORTS

Worthy of special mention is the work reported by W. Snapp, Bowser salesman in St. Louis territory. On Saturday recently he secured orders netting him seventeen points. Not so bad for a little extra effort, is it? This sort of thing is typical of Mr. Snapp, who, although only with the Company since the middle of February, this year, is showing himself to be of the stuff of which Pacemakers and prize takers are made.

F. W. Paterson is producing at a good rate this fall. He works in Atlanta territory under Manager H. C. Carpenter. Mr. Patterson came with the Company too late last year to make the Pacemakers' Club, but he is going to have that experience this year if we are not mistaken.

BOWSER

PACEMAKERS 1917

BOWSER

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER

PHOTO WAS
NOT
RECEIVED IN
TIME FOR
REPRODUCTION

J. J. CONNELLY

Four Years with
S. F. BOWSER & CO., Inc.

1913—Entered Bowser service November 1.

1915—Pacemaker, elected December 4.

1916—Pacemaker, elected August 25.

1917—Pacemaker, elected July 31.

Chicago

PACEMAKER



F. H. RICHARDSON

Eight Years with
S. F. BOWSER & CO., Inc.
1909—Entered Bowser service September 13.

1912—Pacemaker, elected December 4.

1913—Pacemaker, elected September 25.

1914—Pacemaker, elected September 10.

1915—Pacemaker, elected September 24.

1916—Pacemaker, elected December 15.

1917—Pacemaker, elected August 31.

Albany

PACEMAKER



C. A. WEEGO

Two Years with
S. F. BOWSER & CO., Inc.

1915—Entered Bowser service June 14th.

1915—Pacemaker, elected December 7th.

1916—Director, elected May 26th.

1917—Pacemaker, elected August 24th.

Chicago

PACEMAKER



F. W. FREEMAN

One Year with
S. F. BOWSER & CO., Inc.

1917—Entered Bowser service March 26.

1917—Pacemaker, elected August 31.

Toronto

PACEMAKER



H. T. EGGLESTON

One Year with
S. F. BOWSER & CO., Inc.

1916—Entered Bowser service June 5.

1917—Pacemaker, elected August 30.

Memphis

PACEMAKER



L. C. TANNER

Two Years with
S. F. BOWSER & CO., Inc.

1915—Entered Bowser service August 23.

1916—Pacemaker, elected August 8.

1917—Pacemaker, elected September 3.

Dallas

STANDING OF FORTY HIGH MEN

SEPTEMBER 10, 1917

1. E. L. Milliron	Harrisburg	21. G. P. Dickey	St. Louis
2. W. V. Crandall	Denver	22. B. A. Deflier	Chicago
3. K. F. Hessenmueller	Harrisburg	23. R. D. Leonard	Harrisburg
4. W. B. Stamford	Harrisburg	24. W. B. Offerle	Harrisburg
5. R. S. Johnson	New York	25. W. A. Armstrong	Michigan
6. G. W. Scott	New York	26. S. F. Taylor	Albany
7. R. Coddington	Denver	27. W. T. Simpson	Railroad
8. J. J. Connelly	Chicago	28. J. S. Bronson	St. Louis
9. H. A. Vortigern	Harrisburg	29. J. F. Vonderembse	Denver
10. J. R. Sibley	New York	30. J. J. Manning	Chicago
11. N. Paquette	Toronto	31. W. C. Smith	San Francisco
12. J. G. Phipps	Ohio	32. J. M. Prigg	Harrisburg
13. C. R. Eggleston	Albany	33. S. O. Williams	Dallas
14. R. W. Jewel	Denver	34. H. Dalgaard	New York
15. N. Mattingly	Denver	35. C. J. Rogers	Chicago
16. E. R. Bird	San Francisco	36. W. M. Booker	Harrisburg
17. A. G. Hartgen	Harrisburg	37. R. D. Eckerberger	Memphis
18. F. H. Peebles	New York	38. E. L. Viers	San Francisco
19. J. A. S. Meyer	Memphis	39. W. C. Halsey	Albany
20. J. T. Gibbons	Washington	40. R. A. Dusault	Albany

District Office Quota Standing 36th Week Ending Sept. 15

DIVISION "A"

1. St. Louis	L. E. Porter, Manager
2. Dallas	B. L. Prince, Manager
3. Harrisburg	H. C. Storr, Manager
4. Toronto	Harry Christie, Sales Manager
5. San Francisco	D. S. Johnson, Manager
6. Albany	W. M. Mann, Manager
7. Chicago	Minneapolis R. R. Safford... Mgr.
	Tri-State... J. W. Burrows... Mgr.
	Chicago... G. S. Bacon... Atg. Mgr.
8. Atlanta	H. C. Carpenter, Manager

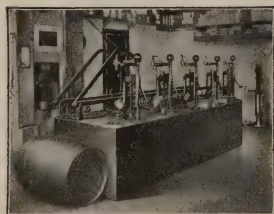
DIVISION "B"

1. Ohio	J. L. Walker, Manager
2. Memphis	H. W. Brown, Manager
3. New York	C. H. Davies, Acting Manager
4. Michigan (Ft. Wayne)	A. W. Dorsch, Manager
5. Denver	C. C. Barnet, Manager
6. Washington	E. B. French, Manager
7. Indiana (Fort Wayne)	A. W. Dorsch, Manager
8. Louisville	R. E. Fleming, Manager

District Office Lubricating Standing, September 5, 1917

1. ST. LOUIS	5. CHICAGO	9. WASHINGTON	13. NEW YORK
2. DALLAS	6. HARRISBURG	10. TORONTO	14. MICHIGAN
3. SAN FRANCISCO	7. INDIANA	11. ALBANY	15. ATLANTA
4. DENVER	8. OHIO	12. MEMPHIS	16. LOUISVILLE

THIS--STOPS--THIS--



**Cut No. 109
Battery**

Fire destroys \$250,000,000 worth of American property and takes the lives of 3,000 people annually.

Many fires, especially those having their origin in paint rooms, are preventable when paint oils are stored and handled properly. Help avoid this waste by making sure that all paint rooms in your territory are equipped with Bowser storage systems.



BOWSER BOOMER

Time and Tide
Wait for no Man

OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
NOVEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
DECEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Vol. XVI. No. 7
Oct. 1ST. 1917

You have only
seventy one more
days in which to
qualify as a
Pacemaker!



VISITORS AT THE HOME OFFICE

C. A. Weego, recently elected Pacemaker from Chicago-Minneapolis District, called at the Home Office not long ago.

J. C. Ward, a near Pacemaker in the Minneapolis District, was in Fort Wayne last week.

R. Coddington, a Denver Pacemaker of the year after year class, is at the Factory.

A CORKING TESTIMONIAL

S. F. Bowser & Co.,
Fort Wayne, Ind.

Sirs:

Some twenty years ago we bought from you an oil tank—duplicate of the order enclosed herewith—and same is now practically as good as new. This tank has been used every day since we got it.

Yours very truly,
W. J. GUDGER & SON (Signed).

F. T. Hyndman, formerly with the Railway Sales Department has returned to enter again under Ohio District.

H. T. Sterne, an old Bowser salesman from London, Ontario, is taking up work under the Ohio District at Cincinnati.

Ohio District reports that J. S. Sheehan, Cincinnati salesman, called at the office recently just to say that "business is fine" and proved it by producing a sixty point order. That kind of proof forces conviction.

R. F. Kimball is a "Will-Be" Pacemaker from St. Louis District. Just at present he lacks a few of the essential points but he will get these together very soon and then another 1917 man will score.

One of the most interesting recent records is that of J. J. Connelly, Chicago salesman and Pacemaker. The bi-monthly statistical report shows that in the short period of two weeks he jumped from a total of 450 Pacemaker points to a total of 588, making a gain of 138 for that time, or an average of 69 a week. We claim that this record indicates considerable activity in Mr. Connelly's territory.

E. B. Wigle is a new man under Sales Agent H. O. Cuddie.

J. B. Hagaman seems to be the next candidate for Pacemakership from Michigan District. Mr. Hagaman came with the company late last year but by reason of very successful sales work was able to elect himself to the Club. This first taste of Pacemaker honor and rewards served to whet his appetite and he is going right after another try at the good things.

WE CAN IF WE WILL

None of us realize how much we can do, or what success we can attain until we put forth a maximum effort. To reach the maximum effort requires inspiration, temporarily. It isn't that you never had it, you did. It isn't that you won't get it back, for you will. But you can't win if you don't want to. You can't succeed if you don't try.

Last week I had the pleasure of witnessing the construction of a barracks in the Cantonment Camp at Camp Pike, saw a two-story structure 140 feet long by 43 feet wide erected complete in two hours and fifty-five minutes. The lumber lay on the ground, it had not been cut or framed. Every bit of work in connection with this building was done from the raw lumber. It was erected, roofed, floors laid, windows placed, doors hung and completed ready for occupancy in two hours and fifty-five minutes. It was unusual, no such record had ever been made before, but there was an inspiration. This inspiration was a moving picture camera and an operator. A moving picture was made of this work. Those men were making a record, a permanent record, a record that will be shown to thousands of appreciative citizens the country over. They were inspired to do their best because of this record, and did it.

We haven't any moving picture camera or operator to follow you on your territory and record your work. But your record is just as important and just as permanent as if it were on a film. Your inspiration is a membership in the Pacemakers' Club, leader of your organization, a good bank account, and the satisfaction of having been successful. These men erecting the building made a record because they were inspired to succeed. You can make as fine a record for yourself with the same kind of inspiration. Get out your inspiration. Brush it up and get it to work. Remember, we are making a moving picture of your work on our records.—(Adapted from a letter by H. W. Brown, District Manager.)

Push and energy, plus the services of his sturdy "flivver" have accomplished wonders for J. J. Lyons, Albany District, recently. He is headed straight for the Pacemakers Club just now with a smooth road before him.

A. E. Moffatt, A. McIntosh, R. S. Gilchrist and E. J. Murphy are acting as demonstrators at the Toronto Exposition.

San Francisco reports that C. O. Hottell is a comer as a Pacemaker. A nice dry cleaning order recently covered almost 70 points worth of equipment.

The Bowser Boomer

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S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

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No. 7



BUZZ GETS THE BIZ

Few of us can take stock on the results we have accomplished for any given period of time and look over the figures with a feeling of absolute satisfaction that they represent maximum effort and ability day in and day out.

There is always room for improvement. Well we all know that we have overlooked opportunities to go after new people—that we have actually lost business by figuring certain prospects would keep a little longer—that certain customers were not ready to buy or that we would find the conditions more “ideal” at some future date.

Every man is pestered more or less by these infernal thought waves of procrastination—these mental “bugs” that have a brilliant headlight in front and a long, sharp stinger behind. They breed by the millions in hotel lobbies, at movie palaces and around the easy chairs in the clubrooms.

But if you get any value at all out of your “hind sights” they certainly prove that the measure of success you have attained in the past has not been realized by waiting for ideal conditions and coming opportunities—but by going out and creating them or meeting them more than half way.

Most of the business you have landed in the past has come through a systematic combination of your own initiative and suggestion—calling list—advertising help from the office—and you can’t get any better system for going after it in the future.

There are always a few fellows in every line who are constantly straining their eyes looking for reasons why business should be slow, instead of straining them looking for the business that is always to be had.

Every live-wire salesman knows that there

is only one unvarying rule to follow in making this month’s sales exceed last month’s expectations—and that rule is W-O-R-K. Begin early in the morning, early in the week—don’t wait, doubt or hesitate.

The whole world respects a good worker and the business comes to him as naturally as flies to the honey. The man who is on the job persistently and insistently is the fellow who always has to look back over his shoulder to find his nearest competitor.

One good lick of work is worth ten thousand wishes in striving for success. There never was a time when concentrated effort and diligence were not rewarded by a just measure of success—and there never will be.

Work is the great conqueror—it is the one best friend of the living—the foundation stone of all successes. One day of good, hard, conscientious plugging will make a man forget all the fallacies and delusions that his mind will collect and cultivate in a solid week of procrastination—it will reinstate hope, arouse enthusiasm, develop a new and brighter outlook, penetrate darkness and despair, and put him in the midst of unlimited possibilities for real business.

Force yourself to work whenever that negative element in your makeup encourages you to wait for more ideal conditions. That stealthy element to man’s progress—that mental poison of procrastination has but one effective antidote which knows no bad after-effects—and that antidote is WORK.

FIGHT ON!

“When the game seems lost and you want to quit
And you’re sticking just by your nerve and grit,
And you can’t see an earthly chance to win,
And you’re weary and jaded and near ‘all in,’
Don’t ever quit as you want to do,
But keep your heart till the game is through,
Till the last hard minute is past and gone—

FIGHT ON! FIGHT ON!”

Over three months ago A. G. Hartgen, of Harrisburg, scrambled up the last slope and planted his flag on the Pacemaker Peak. But the attainment to that height did not stop him. He has been going steadily ahead with characteristic energy and enthusiasm and the result is a splendid lot of orders to date.

L. W. Crow, Atlanta Pacemaker, continues to sell a lot of Bowser equipment. Mr. Crow was elected to the Club away back in June and has been going just as strong since his entrance as before. He leads his district in the "All Lines" contest just at present.

C. M. Carpenter, Special Representative in Albany District, took a little trip in open territory recently and rounded up three fine orders in two days' time, including among other items a 1500 gallon tank F. C. W. O., a Cut 102 and a 10 bbl. Red Sentry outfit.

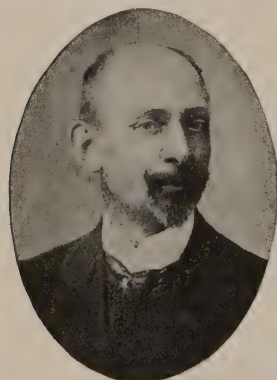
F. E. Walters, of Los Angeles, has proved himself a great high jumper. During the last month Mr. Walters has jumped from 18th to 10th place in the San Francisco Pacemakers list. One hundred and eighty-seven points in one month alone represents quite a bit of business.

You would not know that there had ever been daylight over in J. Ward's territory if you could see the way he has been cleaning up on Kerosene business. Mr. Ward is to the point where one or two more will pull him over the line into the Club.

F. C. Schuster scored for Albany this month with three fine kerosene orders for one week. Mr. Schuster seems to be alive to a phase which many have overlooked, namely that now is the time for every Bowser salesman to sell kerosene equipment.

G. BUNAU WITH US AGAIN

It is indeed a great pleasure to us to welcome back into our Foreign Sales Organization,



G. Bunau, who formerly worked under the jurisdiction of our Paris Office.

G. Bunau was one of the first foreign salesmen to leave our ranks. At the outbreak of the great war he immediately answered the French "call to arms." In the Battle of Marne — September, 1914 — he was

captured by the Germans and imprisoned in sundry camps. Later he was taken to Switzerland. And from there he was allowed to return to France. Still subject to military call, G. Bunau is enjoying his furlough by again taking up his work for this Company.

We are glad to have so valiant a soldier in our Paris Office Sales Force, and we are proud of the part G. Bunau has played in defending his country.

Floyd Bragg, who has been covering territory in Northwestern Wisconsin, recently made a trip to South Dakota for us and cleaned up some real Pacemaker business in just two days' time. We hope to announce Mr. Bragg as a Pacemaker soon.

Angus McPherson is a new man under Sales Agent J. W. Merickel.

S. O. Williams, who is one of the active producers from Dallas, is the father of a new daughter. We extend our heartiest congratulations to Mr. and Mrs. Williams.

R. C. Chatham of the Dallas District has been under the physicians' care for some time, having undergone two operations, but is now recovering nicely and he assures us that we may look for a fine business from his territory for the balance of the year.

Albany correspondent gives special mention to the recent work of E. L. Thompson. One of his latest sales is that of a complete battery of five Cut 64's, including all accessories and chain hoist.

A. B. Coffee, newly employed Louisville salesman, is keeping right down to business and securing orders in good shape.

H. Dalgaard, New York salesman and Pacemaker, continues as one of the steady and reliable producers from that district. He averages sixty to a hundred points per bi-monthly period with great regularity and persistence.

The first two weeks of the month were very productive ones for F. H. Lowe, Bowser salesman in Harrisburg territory. Mr. Lowe is a 1917 man, having come with the Company in January of this year. He has the opportunity to be a 1917 Pacemaker.

Frederick F. Ryder, Albany's new representative in Syracuse, made a flying start as a Bowser salesman by landing some fine orders the first week. A good start is half the battle.

C. S. Robertson is a new man in Nova Scotia. Here's wishing you the best of success, Mr. Robertson.

O. T. McKissick, of Dallas territory, is making an enviable record in western Oklahoma. He has closed something like one hundred points of gasoline and lubricating business the past month.

A. G. Locke is an Albany salesman who has Pacemaker aspirations. Mr. Locke was a Club member last year and has every prospect of being a repeater this year.

We have a fine dry cleaning order from W. S. Johnson who travels in Southern California. Mr. Johnson is a 1916 Pacemaker and a strong candidate for membership this year.

R. J. Coddington, of Los Angeles, demonstrated the "Coddington ability" by landing 135 points in August. Mr. Coddington has been setting a good pace lately and it will be but a very short time until he will be announced as a member of the Club.

A STRONG SALESMAN

When a man has grit enough to drive himself through the day generally considered to be 'a loaf day,' namely Saturday, when he talks BOWSER from eight o'clock in the morning until ten o'clock at night, and when he succeeds in making his efforts result in orders or his house, we believe that man should be called one of our Company's **strong salesmen**.

C. H. King has fought for and won this title through his Saturday sales work. On September 22nd he sold three Cut 241 equipments, one Cut 424, one Cut 41 and one Cut 63 outfit. Not a bad day's work!

M. C. Benham, Chicago District, is a June Pacemaker who continues to dispose of a goodly quantity of Bowser products.

We wish to welcome R. B. McFadden into the organization as a member of the sales force in the Northwest District, San Francisco territory. His headquarters will be at Tacoma, Washington.

An order for three 5-bbl. Cut 41 outfits is lately credited to P. L. Yant, of San Francisco. Fine work, P. L. Glad to see them coming your way.

Malcolm Moore is a new salesman under Dallas Office. Reports indicate that he is going right after business in fine style and is doing especially well in the sale of Lubricating equipment.

Washington mentions the fact that J. S. Walsh sold nine Kerosene Outfits in one week, in addition to two Gasoline and two Lubricating Outfits. That means keeping on the job and watching the signs of the times, which point to "Kerosene."

W. C. Sutton, Indiana Director, keeps right at work getting the orders. Mr. Sutton holds the record of being a man who gets the business when he goes out after it and he is certainly living up to his reputation this year.

J. E. McClanahan, 1917 salesman in Louisville territory, did a good business the first weeks of September.

J. C. Harding, Jr., won the San Francisco lubricating oil contest for last month and now leads the District in number of outfits sold. Mr. Harding has been gathering in a big bunch of business this year. He was announced as a Pacemaker in July.

We have not said much lately about the work of W. M. Booker, of Harrisburg, but that is not to be taken as an indication that he is not on the job. Quite the contrary, he is very much on the job and is forwarding a mighty worth while lot of business. Mr. Booker was a third time Pacemaker this year, being elected in July.

G. P. Dickey still leads St. Louis District in sales total for the year. Our Pacemaker Treasurer seems to have the happy knack of knowing a place to sell an outfit and then going out and doing it.



THE SECRET OF H. W. BROWN'S SUCCESS

Here is our Memphis Manager, H. W. Brown, photographed with his son, William Brown, and his daughter, Dorothy Brown.

With two such inspiring little friends to urge him on into the thick of life's battles, it is not to be wondered at that he has been able to make such a success of the Memphis Office and Sales Force.

R. E. Erwin is a 1917 addition to the Denver aggregation who is doing a mighty good lot of hustling this year. He came with the company in February and since that time has managed to come across with a strong bunch of business. Indications are that he should be a Pacemaker soon.

W. N. Throop, of Dallas, has just closed a splendid sale in San Antonio calling for one 5-bbl., 12-ga., Cut 102, two Cut 63's, one two-compartment Cut 154, one 5-bbl., 12-ga., Cut 41 equipped complete. Congratulations, Mr. Throop; this is a splendid sale and does you much credit.

A. J. Kowalewski has been with us just a little over a year, yet he has been going at a Pacemaker gate all season. Mr. Kowalewski is one of the energetic men we have in the organization.

Harry Stitzel is one of the old guard that you can pretty well count on to send in the orders. He is doing some good work in his present Minnesota territory and we are counting on seeing him at the Convention in January.

A new salesman with Harrisburg Office is Mark White, who became a Bowser Booster the last of August. From the first reports that have been coming in concerning his work it appears that he is going to develop into a fine order getter.



Coast to Coast Survey

By Our Sales Generals



Fall is the season for the big sale of kerosene. The short days materially increase the demand. Accordingly, now is the time to get busy and work this trade. I am going to ask that you get behind a strenuous campaign for the sale of Kerosene Oil Outfits. I know that if you get behind it with all your energy and enthusiasm, the results will be forthcoming.

D. S. JOHNSON,
Western Manager.

Now comes the most interesting weeks, days and hours in the Bowser year of 1917. With keenest interest the Management is watching Statistical Reports of salesmen

fast approaching. Boys, we are holding the Come on!

E. M. SAVERCOOL, General Sales Manager.



winning their long fight for Pacemaker Memberships.

The Factory is "up on its toes." Throughout all departments—all districts—is felt the spirit of the year's crisis now the finishing wire.

We are hitting a winning stride. There is no doubt about it, and I think every man for the splendid results obtained so far. Let's keep it up.

T. D. KINGSLEY,
Mgr. Central Division.



Selling Bowser equipment is not child's play—it takes the best there is in a man. And unless we are willing to give the best we cannot hope to attain the best.

HARRY CHRISTIE,
Sales Mgr., Toronto.



You salesmen are the strong right arm of your district. Strengthen your hold on your individual territories by broadening your efforts to work all lines at this time.

L. E. PORTER, District Manager.



Your attitude toward your business has everything to do with your success. The big men of this day are those who have confidence in themselves and those associated with them in their work.

R. S. COLWELL, Eastern Manager.

We haven't any moving picture camera or operator to follow you on your territory and record your work. But your record is just as important and just as permanent as if it were on a film. Your inspiration is membership in the Pacemakers Club, leader of your organization, a good bank account, and the satisfaction of having been successful.

H. W. BROWN,
District Manager.



We are with you and for you. Go to it. "Men of the Dallas District," and let's show them all some REAL SPEED the balance of the year and "KEEP THE CUP IN DALLAS."

B. L. PRINCE, District Manager.



Business conditions are very promising. A minimum of effort now will not get results. A maximum of effort will; it is up to us to give that maximum effort.

C. H. DAVIES,
Acting District Manager.



Watch your step and you will find prospects in all sorts of out-of-the-way places such as mines, mills, all kinds of industrial plants, stores, garages, both public and private, for all kinds of equipment is needed for private and commercial use everywhere.

I. L. WALKER,
District Manager.



Now is a mighty good time to fall daily punches at the Kerosene Business. Not a bit of doubt in our mind but that you can make more than make your field expenses in Kerosene Business and again in Lubricating Orders if you will make your drive accordingly.

C. C. BARNET, District Manager.



Your customer is sure to become a Bowser Booster if you sell him the proper Bowser equipment—the equipment to meet the requirements.

J. W. BURROWS,
District Manager.



It is not a spurt here and there, however, which is required, but a steady, conscientious, determined effort to make every day produce its order for every salesman.

W. M. MANN, District Manager.

Making the Club is a matter of keeping right on the job and working all the line.

G. S. BACON,
Acting Dist. Manager.



Make your fall drive effective by utilizing your calling list and working the Store Line, keeping your "Eagle Eye" on Gasoline and Lubricating Oil business.

E. B. FRENCH,
District Manager.



Our firm wants everybody to participate in this era of good business. Keep right on, boys, and boost your income.

R. E. FLEMING,
District Manager.



Remember that we are here to help you and give you service, and we want opportunities to prove it.

R. R. SAFFORD,
District Manager.



Most of the boys are going good. Those men who are writing good, clean business, who are working six days a week, and who are selling all kinds of equipment are going to be rewarded. Those of you who are limiting yourselves to the sale of any one particular class of outfits should discontinue this practice at once. Pacemakers are not made this way.

A. W. DORSCH,
District Manager.

The first of the year we went into the RACE TO WIN, and every salesman should feel it in his bones, look it in his eyes, and shout it in his voice.

H. C. CARPENTER,
District Manager.



Harrisburg has splendid records in the past as being a strong finisher, and this year will be no exception. WE ARE GOING TO HOLD THE CUP!

H. C. STORR, District Manager.



S. W. SILSBEE'S SUMMER HOME



The photograph accompanying this item was taken of Pace-maker S. W. Silsbee and his wife in front of their summer cottage at Fairfield Beach, Fairfield, Connecticut.

From all appearances Mr. Silsbee is indeed blessed in being the possessor of such a restful and beautiful summer home.

B. A. Deffler is a Chicago salesman who shoots in orders to the office with the precision of a machine gun. Mr. Deffler was elected as Director way back in May, which indicates that he was going at a pretty good rate, and we want to say that he has not slowed down any since his election. He is certainly going to have a splendid record for the year, at the present rate.

W. S. Camden is a Pacemaker aspirant from Ohio. Mr. Camden joined the Bowser force too late last year to work his way into the Club, but he got a glimpse of the desirability of such an attainment and he is going after the points this year with great vigor and determination.

William Lichtenberger is another of the top notchers that you can always count on for six days' work every week. Bill is covering territory in the City of Minneapolis and Hennepin County. He had a fine business for the week ending September 15, the greater part of which was for an order from a big steel company.

R. Coddington is the Kerlupbo King in Denver lately. He has been doing his usual big business, standing up near the top in total sales for the year.

W. G. Chandler, Washington salesman, has been landing heavy lately. A recent sale was for a 1000 gallon Chief Sentry Outfit and three 3-barrel Lubricating Outfits. Mr. Chandler is a prospective Club member.

L. D. Baker, of Los Angeles, with only a few months experience as a Bowser producer is certainly getting his share of the business. His latest order called for a 10-bbl. Cut 101 outfit, a 5-bbl. 106 outfit, and 5 Cut 63's. Mr. Baker has made a record for himself in the short while he has been with us. Here's to his continued success.

From all present indications S. M. Chilton is due to enjoy the experience of being a Pacemaker in the near future. Mr. Chilton is one of the faithful Bowser salesmen in Washington territory.

WORKING ON SATURDAY

The selling game is beset by many moss-covered traditions that are nothing more nor less than the concocted theories of "has beens." These traditions have come down to us through the years just the same as the fairy tales of the nursery are retold to each generation of childhood.

Some of them sound good because they appeal to the negative, shiftless fancies of human nature—but when we begin to dig down to the roots and make logical deductions we find that they are founded on mere passing dreams and will not stand the test of analysis.

One of the most common of these traditions is the idea that Saturday is a poor day on which to sell goods.

Out of the seven days in each week, one day, Sunday, has been set aside for worship, rest and reflection—the remaining six days are for work. Why lose fifty-two perfectly good Saturdays in each year—fifty-two golden days which can never be reclaimed—for tradition's sake?

It is on Saturday when the average buyer is most vividly reminded of his needs—and at the moment when a thing is needed is the best time to make the sale.

Also bear in mind that when a man decides there's no chance to do business on Saturday he will soon begin to prepare for that off day by Friday noon—and the next step downward is to figure out the obstacles that stand in his way on Monday morning, so it won't be long until he has cut off the best part of his week and he then begins to spend the rest of his time trying to dope out why his business is rotten.

The salesman does not live who can make good and stay in front without putting in full time every day in the week.

The Memphis Office is getting quite proud. "If you want your men to be well schooled," they say, "send them to the Memphis Training School for new salesmen. The first man to finish training last week started out for his territory and before he had hardly alighted from the train he sold an order. It was C. S. Foster who did this.

The second man we started to train, who has not yet finished his course, also made a record. We were informed that a certain merchant might be in need of Bowser equipment. This merchant happened to be in the intended territory of Mr. A. Swaim, the new man. Mr. Swaim hustled right out and sold to the prospect first visit. Moral—Go to Memphis training school."



EXPORT MANAGER R. G. SHULZE SNAPPED IN CUBA

These interesting photographs were taken at the Country Club located ten miles out of the city of Havana, Cuba. The three gentlemen in the center picture, reading from left to right, are: J. M. Duenas, of our Cuban selling organization; R. G. Shulze, Home Office Export Manager; and Carlos J. Rohde, special salesman in Cuba.

This Club is approached by one of the most beautiful thoroughfares and pike roads in the Western Hemisphere, known as the Malacon Road. A portion of this road was built by American engineers at the time of the American Intervention. The Club is situated on one of the highest points in the Province of Havana. It is complete in all its appointments.

D. Moore continues to make his drive towards the Pacemakership. The rest of the Louisville organization are going to have to look alive or he will beat them into the Club and secure the Directorship of that district.

It looks as if D. F. Hernon would be one of the next Pacemakers from Albany District. He is climbing up toward the half thousand mark and soon will be knocking at the Club house door.

H. E. Chilson has just taken up the Bowser line in the territory immediately west of Minneapolis, and we are expecting big things from him. Mr. Chilson formerly sold automobiles up in North Dakota where they have to dig their way through ice and snow to make deliveries and a man who has been through this kind of work will certainly bring in the orders.

A. McAllister and C. A. McNown will have charge of the Bowser booth at the Ottawa Exposition. These men are good Canadian salesmen and loyal Bowser boosters.

P. S. Cornell, Canadian salesman, has been handicapped for the last two months by illness, but is now able to be back at work with the determination to pass the 500 mark. He was a Pacemaker last year and the year before

and we certainly give him our best wishes for success this year.

A word of mention is due I. K. Jacobs, of Ohio. Mr. Jacobs climbed into the Bowser wagon late in March, this year. And he immediately began to get results. Those results have been accumulating in the shape of Pacemaker points and he now is right after the needed points to insure entrance. Our best wishes to him.

A BOY'S SPIRIT OF PATRIOTISM

W. C. Sutton, of the Indiana District, met a genuine little American gentleman the other day while trying to sell a Cut 241 equipment. During Mr. Sutton's sales argument the prospect's son remarked that if "Dad" would only buy the pump he would take care of it and operate it after school. He promised to advertise the pump at his own expense. Amused, the father purchased the outfit. The boy, true to his word, immediately advertised in a local paper. The gist of his ad was that if the public would only patronize him he would turn over a monthly percentage of his earnings to the Red Cross Association of his town. He called his pump "The Bowser Red Cross Pump." Today he is selling one-half the gasoline purchased in the section in which he lives, and has since purchased another outfit.

BOWSER

PACEMAKERS 1917

BOWSER

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER



C. BENNETT

One Year with
S. F. BOWSER & CO., Inc.

1916—Entered Bowser service February 14.

1916—Facemaker, elected December 6.

1917—Facemaker, elected August 30.

Dallas

PACEMAKER



C. I. BENFORD

Two Years with
S. F. BOWSER & CO., Inc.

1915—Entered Bowser service August 26.

1916—Facemaker, elected August 17.

1917—Facemaker, elected September 7.

Denver

PACEMAKER



E. R. HANDLEY

One and One-half Years with
S. F. BOWSER & CO., Inc.

1916—Entered Bowser service March 2.

1916—Facemaker, elected September 28.

1917—Facemaker, elected September 4.

Washington

PACEMAKER



J. W. WEEMS

Two Years with
S. F. BOWSER & CO., Inc.

1915—Entered Bowser service October 11.

1916—Facemaker, elected September 6.

1917—Facemaker, elected September 7.

Dallas

PACEMAKER



E. W. CLINE

Two Years with
S. F. BOWSER & CO., Inc.

1915—Entered Bowser service August 2.

1917—Facemaker, elected September 27.

Harrisburg

PACEMAKER



F. C. RICE

One Year with
S. F. BOWSER & CO., Inc.

1916—Entered Bowser service July 24.

1917—Facemaker, elected September 11.

CHICAGO
Tri-State Dist.

BOWSER

PACEMAKERS 1917

BOWSER

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER



E. H. MURDOCK

One Year with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser serv-
ice January 7.
1916—Pacemaker, elected
November 3.
1917—Pacemaker, elected
September 12.

PACEMAKER



S. W. SILSBEE

One Year with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser serv-
ice July 12.
1917—Pacemaker, elected
September 14.

CHICAGO
Tri-State Dist.

New York

PACEMAKER

PHOTO
NOT
RECEIVED IN
TIME FOR
REPRODUCTION

C. BREMNER

Seven Months with
S. F. BOWSER & CO., Inc.
1917—Entered Bowser serv-
ice February 19.
1917—Pacemaker, elected
September 12.

PACEMAKER



E. J. MURPHY

Ten and One-half Years with
S. F. BOWSER & CO., Inc.
1907—Entered Bowser serv-
ice April 1.
1912—Pacemaker, elected
December 18.
1913—Pacemaker, elected
October 17.
1915—Director, elected
August 26.
1916—Pacemaker, elected
October 5.
1917—Pacemaker, elected
September 14.

Toronto

Toronto

PACEMAKER



E. E. LOWE

Five Years with
S. F. BOWSER & CO., Inc.
1912—Entered Bowser serv-
ice September 9.
1913—Pacemaker, elected
December 9.
1914—Pacemaker, elected
December 17.
1916—Pacemaker, elected
November 24.
1917—Pacemaker, elected
September 14.

PACEMAKER



H. GUNN

Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser serv-
ice October 26.
1916—Pacemaker, elected
December 5.
1917—Pacemaker, elected
September 17.

Memphis

Dallas

BOWSER
ESTABLISHED 1887

PACEMAKERS 1917

BOWSER
ESTABLISHED 1887

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER

W. P. SHEPHERD



Five and One-half Years with
S. F. BOWSER & CO., Inc.

- 1912—Entered Bowser service March 20.
- 1912—Facemaker, elected December 3.
- 1913—Facemaker, elected September 15.
- 1914—Facemaker, elected October 18.
- 1915—Facemaker, elected September 24.
- 1917—Facemaker, elected September 17.

CHICAGO
Tri-State Dist.

PACEMAKER

E. E. MAXWELL



One Year with
S. F. BOWSER & CO., Inc.

- 1916—Entered Bowser service September 18.
- 1917—Facemaker, elected September 25.

St. Louis

PACEMAKER

R. G. GOODMAN



Two Years with
S. F. BOWSER & CO., Inc.

- 1915—Entered Bowser service August 16.
- 1916—Facemaker, elected December 14.
- 1917—Facemaker, elected September 17.

MICHIGAN
Ft. Wayne Dist.

PACEMAKER

S. C. KLEIN



Two Years with
S. F. BOWSER & CO., Inc.

- 1915—Entered Bowser service August 30.
- 1916—Facemaker, elected September 15.
- 1917—Facemaker, elected September 7.

Atlanta

PACEMAKER

C. M. HUNTER



Two Years with
S. F. BOWSER & CO., Inc.

- 1915—Entered Bowser service June 9.
- 1916—Facemaker, elected August 31.
- 1917—Facemaker, elected September 25.

Atlanta

PACEMAKER

W. N. THROOP



One and One-half Years with
S. F. BOWSER & CO., Inc.

- 1916—Entered Bowser service March 6.
- 1916—Facemaker, elected October 21.
- 1917—Facemaker, elected September 26.

Dallas

STANDING OF FORTY HIGH MEN

SEPTEMBER 25, 1917

1. E. L. Milliron.....	Harrisburg	21. G. P. Dickey.....	St. Louis
2. W. V. Crandall.....	Denver	22. H. T. Purdy.....	Atlanta
3. K. F. Hossenmueller.....	Harrisburg	23. J. T. Gibbons.....	Washington
4. W. B. Stamford.....	Harrisburg	24. W. A. Armstrong.....	Fort Wayne
5. R. S. Johnson.....	New York	25. W. B. Offerle.....	Harrisburg
6. J. J. Connelly.....	Chicago	26. R. D. Leonard.....	Harrisburg
7. G. W. Scott.....	New York	27. J. S. Bronson.....	St. Louis
8. R. Coddington.....	Denver	28. S. F. Taylor.....	Albany
9. G. R. Sibley.....	New York	29. J. F. Vonderembse.....	Denver
10. H. A. Vortigern.....	Harrisburg	30. H. Dalgaard.....	New York
11. N. Paquette.....	Toronto	31. J. J. Manning.....	Minneapolis
12. J. G. Phipps.....	Ohio	32. W. T. Simpson.....	Railroad
13. R. W. Jewel.....	Denver	33. W. C. Smith.....	San Francisco
14. E. R. Bird.....	San Francisco	34. F. H. Sullivan.....	Dallas
15. C. R. Eggleston.....	Albany	35. J. M. Prigg.....	Harrisburg
16. N. Mattingly.....	Denver	36. W. M. Booker.....	Harrisburg
17. A. G. Hartgen.....	Harrisburg	37. R. D. Eckerberger.....	Memphis
18. F. H. Peebles.....	New York	38. G. W. Elliott.....	Albany
19. J. A. S. Meyers.....	Memphis	39. C. J. Rogers.....	Tri State
20. B. A. Deffler.....	Minneapolis	40. W. H. Trammell.....	Atlanta

District Office Quota Standing 37th Week Ending Sept. 22

DIVISION "A"

1. St. Louis.....	L. E. Porter, Manager
2. Dallas.....	B. L. Prince, Manager
3. Harrisburg.....	H. C. Storr, Manager
4. Toronto.....	Harry Christie, Sales Manager
5. San Francisco.....	D. S. Johnson, Manager
6. Albany.....	W. M. Mann, Manager
7. Chicago.....	Minneapolis R. R. Safford... Mgr. Tri-State..... J. W. Burrows... Mgr. Chicago..... G. S. Bacon... Atg. Mgr.
8. Atlanta.....	H. C. Carpenter, Manager

DIVISION "B"

1. Ohio.....	I. L. Walker, Manager
2. Memphis.....	H. W. Brown, Manager
3. New York.....	C. H. Davies, Acting Manager
4. Michigan (Ft. Wayne).....	A. W. Dorsch, Manager
5. Denver.....	C. C. Barnett, Manager
6. Washington.....	E. B. French, Manager
7. Indiana (Fort Wayne).....	A. W. Dorsch, Manager
8. Louisville.....	R. E. Fleming, Manager

District Office Lubricating Standing, September 19, 1917

1. ST. LOUIS	5. CHICAGO	9. OHIO	13. NEW YORK
2. DALLAS	6. HARRISBURG	10. WASHINGTON	14. ATLANTA
3. SAN FRANCISCO	7. INDIANA	11. ALBANY	15. MICHIGAN
4. DENVER	8. TORONTO	12. MEMPHIS	16. LOUISVILLE

THIS - STOPS - THIS

DEC. 23 · 500 POINTS

MORAL—
USE THE
MODEL

THE MODEL
WOULD HAVE
CLOSED THE
SALE
WEEKS AGO...

CLUB CLOSED DEC. 22.

BOWSER BOOMER

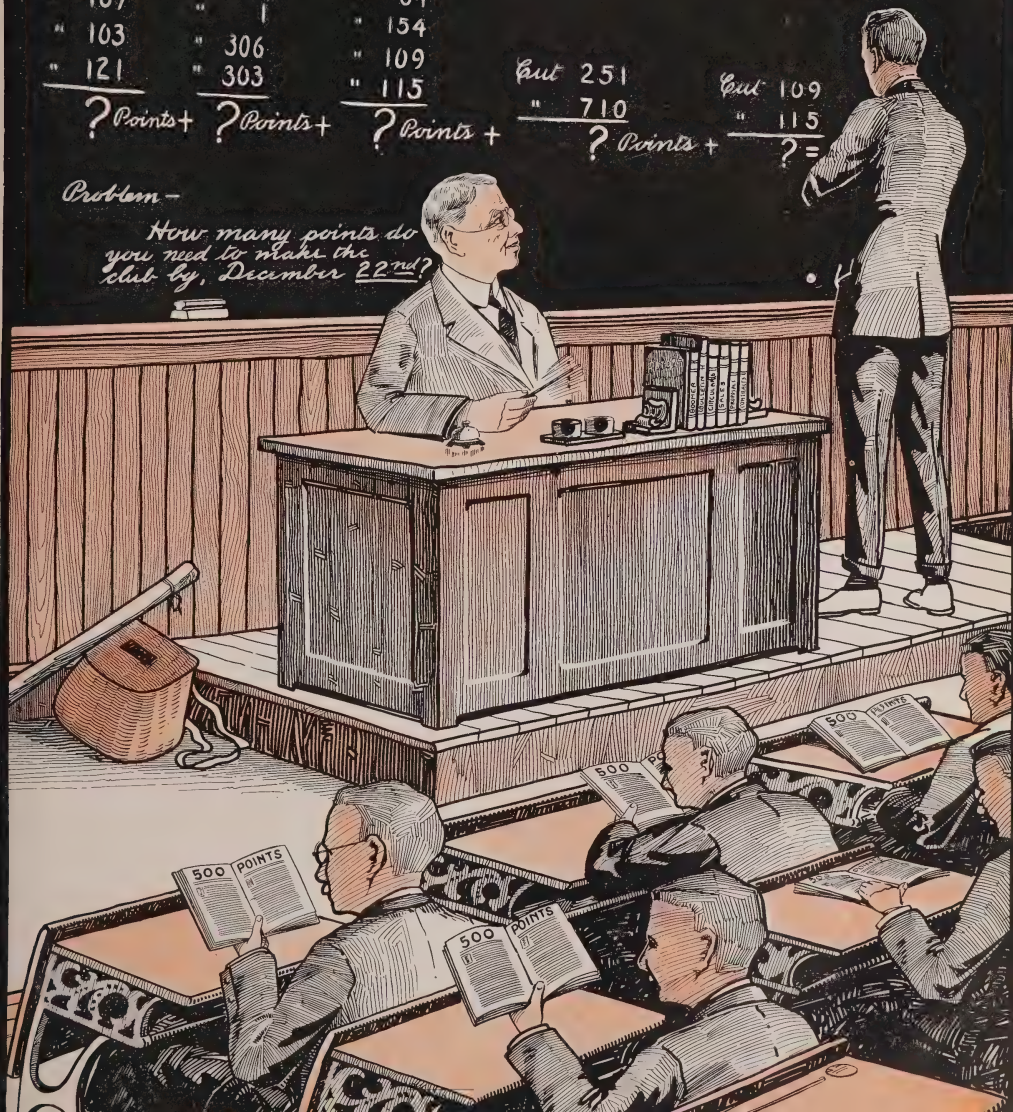
Oct. 15, 1917.

Vol. XVI. No. 7.

Gasoline	Kerosene	Lubricating	Dry Cleaning	Paint Oil -
Put 241	Put 301			
" 102	" 305	Put 63		
" 41	" 19	" 64		
" 107	" 1	" 154		
" 103	" 306	" 109		
" 121	" 303	" 115	Put 251	Put 109
			" 710	" 115
? Points +	? Points +	? Points +	? Points +	? =

Problem -

How many points do you need to make the club by, December 22nd?



S. D. Stoddard, Sales Superintendent of the San Francisco Northwest District, visited the San Francisco Office last week. Mr. Stoddard and his sales force are producing a fine volume of business, and will finish the year far ahead of their quota.

Despite the fact that W. B. Offerle, of Harrisburg, long ago made the Club, he is producing an enormous business with the same vigor and enthusiasm he evidenced before he was safe under the wire. Men of his calibre are Bowser Gold Medal Salesmen and they have the respect of the entire organization.

L. B. Gilbertson, of the San Francisco Office, bids fair to win the special kerosene outfit contest of his district. Mr. Gilbertson is proving that the demand for this line is strong if the salesman will only talk kerosene equipment.

J. S. Whitney is doing a good business this month. His Pacemaker standing has jumped twenty-eight points in the last few days. Good news from Albany!

Howard E. Conn, from Logansport, Indiana, territory, has been transferred to Muncie territory. The change must have been a good one for Mr. Conn has succeeded in selling three ten-barrel, Cut 41's during his first week in the new territory.

N. B. White has been thinking about the "Superfine Stetson Hat" on exhibit at the Louisville Office. The boy who gets it has to lead in that District's Lub. Contest.

J. L. Myers has jumped his standing ten points since last we looked at his record. Mr. Myers is a member of the winning Harrisburg Sales Force.

S. A. Collins, of the Albany District, has some Red Sentries to his credit this week.

Guy Wolford has been transferred from the Chicago District to the Home Office, where he is to travel under the jurisdiction of the Fort Wayne Sales Department, October 1st. The usual good results are expected from Mr. Wolford.



SOME OF F. W. PATTERSON'S WORK

F. W. Patterson, of Atlanta, sold to Messrs. McCord-Satterfield, proprietors of the photographed Filling Station recently, the Bowser pumps shown.

Mr. Patterson's order was in keeping with the station—mighty fine!

Frank Evans, of the Fort Wayne District, a new man in that division, sold a three barrel kerosene outfit the first day he was out. Mr. Evans is evidently going after the kerosene business from the start.

H. O. Cuddie gained twenty-seven points of business a few days ago on one order. Every point helps Toronto in her struggle for supremacy.

E. E. Maxwell, of the St. Louis sales organization, sold nineteen lubricating equipments last month. Small wonder he is a Pacemaker.

An accomplishment that is worthy of more than honorable mention is an order secured by R. W. Jewel, of the Denver District, from a large hotel in his territory. This order consisted of one Cut 102, one Cut 101, seven Cut 115's, six Cut 63's and a Cut 710 Dry Cleaning System.

"Tell the boys I am on my way to the Club." With this sentence written on his Summary of Daily Reports, S. M. Chilton sent in an order covering three four-barrel Cut 64's, three three-barrel Cut 64's, and two two-barrel Cut 64's with all accessories. Without a doubt Mr. Chilton is on his way to the Club. Another Washington Pacemaker is making the grade.

H. E. Lewis is a new Louisville salesman.

"OVER THE TOP"

- Topping all previous sales of the Bowser line
- Topping all previous Pacemaker Club records
- Topping all ordinary expectations of results
- Because it tops everything in its line in quality, workmanship, durability, service and originality of conception and effective execution.
- That's Bowser—the line and the organization.
- Topmost in every feature.

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

D. M. KAGAY, Editor
YOU, Associate Editor

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS SALESMEN

Vol. XVI OCTOBER 15, 1917 No. 8



GIVE YOURSELF A JOLT

How seriously do you regard yourself as a part of the battle that was fought the other week in Flanders?

Did you have anything to do with it?

Are you having anything to do with the war at all, or do you imagine that you are just an innocent bystander who isn't going to have to do anything except live and work and eat the rest of your life?

Give yourself a jolt!

Don't know how you're going to administer this jolt to yourself, but if you don't administer it soon yourself, it's going to be handed to you rather roughly later on.

In some way or other you must wake up to a realization of the fact that you have just as much to do in this war as any man with a gun. You have more to do, for if you don't do your part the man with the gun can't do anything except quit. Then he'll get a little wooden two-by-four for a monument, and who'll be to blame? Will it be you?

When the word goes out that sugar is needed in France and on the battle front and that it is up to everybody to save on sugar so that we may supply France, what do you do? Do you keep right on dumping two, three or four lumps into your coffee every morning, or do you cut it down to a minimum, cut it down until the coffee is almost too bitter to drink?

And when we are advised we must eat more corn and other things and save the wheat, what do you do? Do you eat just as much wheat bread as ever, or do you cut out some of it? Do you have a breadless day in your family? Or are the breadless days all in France?

And when there is a cry for beef for the fighting men in the trenches, and a plea that we stay-at-homes have beefless days and save

the red meat for the men who carry guns in mud and iron rain and amid death, what do you do? Do you keep right on eating thick, juicy steaks, or do you switch to some other meat for a change, and let Europe and our fighting men get what they need?

And when the Government says it must have money and floats a Loan, what do you do? Do you sit back and say: "Oh, somebody'll buy 'em," or do you get into the only line you can fall into and slip a hatful of bullets to the Kaiser?

It isn't what we think that counts. It's what we do.

And now get this:

Your part is to do the things you **can** do—save wheat, save meat, save sugar, buy bonds; and everything else that is necessary. It isn't that you **can't** do these things, but that you **don't** do them as fully as you might.

To reach this state of mind may require a jolt of some kind. If a German submarine flipped a few shells over into some of our sea-coast cities we would all be jolted—badly. And we'd respond much more quickly to these appeals for help that come from the men whom we have selected to manage our war affairs.

But why wait for such a jolt?

THE TEN COMMANDMENTS OF BUSINESS

- I. Honor the CHIEF. There must be a head to everything
- II. Have confidence in yourself, and make yourself fit.
- III. Harmonize your work. Let sunshine radiate and penetrate.
- IV. Handle the hardest job first each day. Easy ones are pleasures.
- V. Do not be afraid of criticism—criticise yourself often.
- VI. Be glad and rejoice in the other fellow's success—study his methods.
- VII. Do not be misled by dislikes. Acid ruins the finest fabric.
- VIII. Be enthusiastic—it is contagious.
- IX. Do not have the notion success means simply money-making.
- X. Be fair and do at least one decent act every day in the year.

SAMUEL F. TAYLOR.

LISTEN, MEN—

Thousands of the finest fellows in the world—men of the garage, store, factory—are ready and willing to help you market Bowser products, but they cannot help, know what you have to sell, unless you tell them about it.

Now, these thousands of men are leaders in their respective lines and they represent the oil dispensing and oil using part of the world's population—of which fact they are mighty proud.

This pride in occupation is an avenue by which you can enter their domain of business. When you can show them how your product will do its part in lighting their avenue of sales, they will do their part.

But you must show them—by bulletin, model and personal call.

Toronto wishes to introduce two new men who have entered her sales organization; E. J. Wigle, who works in Saskatchewan, and M. J. Larson, who travels in Manitoba.

C. R. Eggleston, of Albany, sold a five-barrel, Cut 41, 2% thirty days, a wheel tank, a Cut 121 with extras and a Cut 241 equipment last week. No comments are necessary.

Director J. T. Gibbons, who recently purchased a new Hudson, has been bowling a good game so far this month, having sold seventeen "Lub" outfits besides some gas equipment—registering in all about 117 points. This business was closed in seven days. Watch Washington!

George Davey has been down in St. Louis selling Bowser outfits for five months. During September he sold equipment amounting to \$1,600.

On October 6th the Dallas Office boasted thirteen 100% Quota men. These enterprising gentlemen were: T. L. Smith, S. W. Scroggs, H. Gunn, R. C. Chatham, H. M. Tunstall, J. F. Harriman, L. L. LaGrange, Malcolm Moore, J. S. Lewis, C. E. Joyce, L. F. Greer, J. W. Weems, and J. C. White.



CLASS—SUPERLATIVE!

Gentlemen, this is H. D. Murdock, of Chicago, as he was photographed by the Pathe Film Corporation. The reproduced photograph is the best ever taken of Mr. Murdock's coupe—not of Mr. Murdock. (All rights are especially reserved for the Bowser Boomer.)

New salesmen are requested to observe the direct gaze this salesman is bending upon the camera man. This particular "look" is responsible for Mr. Murdock's selling success and for his running his Ford up onto a curbing the other day. But as Kipling says, "that last is another story." Suffice it to say when the accident occurred Mr. Murdock was not looking for orders or picture men.

Eyes to the front after this, Mr. Murdock!

O. N. Gillette, of the Louisville Office, is Deniver Moore's brother-in-law. From the way he is taking hold he is going to give Mr. Moore a run for his money. Deniver works in the same district, you know, and the family competition is going to get pretty hot one of these days.

F. H. Sullivan, of the famous Dallas Sales Force, has sold sixty-two lubricating outfits to date. J. S. Lewis has sold fifty-five. How's that for record making?

"Everything comes to him who works while he waits"—at least that's G. W. Schiefer's way of doing, and his records prove the point. Mr. Schiefer is an Ohio man; his points of business make an interesting and encouraging study. We have a lot of faith in Mr. Schiefer and expect to see him win a membership some one of these days. He works while he waits for honors.

Last week P. S. Cornell, of Toronto, sent in nearly \$1,500 worth of business.

Down in Ohio, a couple of weeks back, there was some hot scrapping between W. J. Bates, who travels in the northern section of that state, and W. S. Camden, of the southern border. W. S. Camden crowded Mr. Bates "hard." He not only got them on the dotted line," but he came back with three F. C. W. O.'s out of four nice orders. Then—in the face of all that stiff competition, what does W. J. Bates do but walk off with first honors!

R. B. McFadden, who has been a Bowser salesman in the San Francisco District for less than a month, has already sold orders amounting to \$1,165. Mr. McFadden is selling the entire line. He has fifteen lubricating outfits to his credit. If a new man can do it —

In two weeks time E. J. Murphy, of Toronto, secured eight orders for Cut 102 equipments.

H. W. Bell and I. M. Camden, of Ohio, are gaining on their Pacemaker standings this month.

These are Harvest Days. Among the boys "who are out after 'em" is L. C. Tanner, Pacemaker and worker. Mr. Tanner has been doing a splendid business for the Dallas District this fall.

THE IDEA

It was just an "idea"—that was all he had,
S. F. Bowser—those years ago.
It was just an "idea," but we ought to be glad,
For it gave us our business, you know.

It was just an "idea" in our President's mind,
Conceived when drawing water that cold morning;
It dwelt in his thoughts—would benefit mankind,
'Twas the building of Bowser's in the dawn-
ing.

It was just an "idea" the young man had
caught,
And was adapted for the storage of oil.
It was just an "idea"—but you see what it
brought,
Prosperity and happiness for those who toil.

So the next time you hear some one say with a
leer,
"I'll not pay for that—that's just an idea,"
Remind him there isn't a thing that he uses
That doesn't date back to the source he abuses.

And tell him there isn't a tool or machine,
That he handles, or works with, or ever has
seen,
But he'll find, if he troubles to trace it, began
As "just an IDEA in the BRAIN of a MAN."

Walter Snapp and Charlie Pridey are two St. Louis boys who have done themselves proud this year. Both men came with the Company in March. Together, in seven months' time, they have totalled nearly twenty-eight thousand dollars' worth of business.

We are expecting some interesting news from E. L. McCullouch, of Denver. Mr. McCullouch joined our organization just a few weeks ago and we are anxious to learn something concerning his new work.

J. O. McCracken and E. Steinhauser have been "wide awake" this month. These two gentlemen have produced up to the high standard demanded of them by their district. They stand high among the successful Ohio men listed for October.

That new Dallas recruit, B. C. Sargent, is worth watching. More about him later.

Just a few more swift strokes and A. L. McIntosh, of Toronto, who has been a Pacemaker for two years running, will win his third membership to the Club.

We are expecting to hear some favorable reports concerning C. P. Law, of Harrisburg soon.

October 13th: N. A. Ring's name heads Albany's list of Tenacious Ten salesmen today.

C. BREMNER



C. Bremner's photograph was a little late in reaching our office; consequently, when his Pacemaker announcement appeared in the October 1st Boomer, the write-up was minus this Toronto gentleman's picture.

W. G. Chandler recently closed with a North Carolina Lumber Company an order for six two-barrel, Cut 64's, three ten-gallon, Cut 172's and 7-F filter, written F. C. W. O.

A Springfield Druggist was furnished with one of our Cut 504 equipments last week for Castor Oil. The sale was made by R. A. Dusault, of Albany. His work in this line opens up a vista of similar prospects for all Bowser salesmen.

The excellent and consistent work which is being done by F. H. Lowe, J. J. Mack and P. H. Lemen under the Harrisburg Office, is deserving of special recognition. These three salesmen have been in the limelight a number of times for the superiority of their work.

O. E. Dustman, District Superintendent of the Los Angeles Office, was a recent visitor to the San Francisco Office. He and his staff are lining up for the final big drive for the year.

A PAYING INVESTMENT

C. F. Smith, covering territory under Fort Wayne District Office, has this concrete example as evidence that when a Bowser Outfit is properly sold and properly placed, it proves itself to be the best paying investment a business man can buy.

He sold an 18-barrel Cut 102 "Chief Sentry" in his territory which was installed February 1st. Since installing this outfit, up to October 1st they have sold 23,000 gallons of gasoline, increasing their business more than 50% over any previous time. They say the "Chief Sentry" did it.

Having proved to their own satisfaction what Bowser would do, they next added a Cut No. 154. Below is table showing their increase in lubricating oil since buying the Cut No. 154.

May sales	\$39.59
June sales, after having Cut 154	
on curb	46.48
July sales	59.74
August sales	68.77
September sales	71.64

They say the increase, almost 100%, is due to having the wheel tank—an argument in favor of Cut No. 154 which can't be beat.

They now have Cut Nos. 102, 241 and 154.

MR. H. T. PURDY THANKS PACEMAKERS' CLUB

Birmingham, Ala., October 24, 1917.

D. M. Kagay, Editor,
The Bowser Boomer,
Fort Wayne, Ind.

Dear Mr. Kagay:

I wish to take this opportunity of thanking you, as well as all members of the Pacemakers' Club, for the beautiful flowers, sent to Rutland, Vermont, for my sister, who recently died there. Her death was unexpected and a very great shock to us all.

We took her to our old home for burial and these flowers from the Pacemakers' Club were delivered to us upon our arrival there. My mother, who accompanied me to Rutland, spoke of it so many times how thoughtful and nice it was for the boys of the Club to remember us, and we all wish to again thank you for this kind remembrance.

With kindest personal regards, I am,

Very truly yours,

H. T. PURDY.

A LETTER FROM MRS. W. P. SHEPHERD

Chicago, Illinois, October 14, 1917.

Editor of Boomer:

Dear Sir: Will you kindly give my sincere thanks to the Pacemakers, through the column of the Boomer, for the beautiful flowers they sent to me during my recent illness.

Yours truly,

MRS. W. P. SHEPHERD.

Mrs. Shepherd is the wife of Pacemaker W. P. Shepherd, of Chicago.

J. R. Ginder is preparing for the winter this year—he has been as busy as a foresighted squirrel stowing away points the last two weeks. All the Harrisburg boys seem to believe in that sort of preparation.

W. B. Jameson, of the Northwest, is one of our consistent producers in the San Francisco territory. Early in the summer he won his place in the Club.

Stanley Roberts, of the Albany District, has just placed orders for kerosene equipment in his territory. This line of business should be opening "wide" this fall. Get busy, boys, and follow Mr. Roberts' lead.

A. W. Foster, of Louisville, has in two weeks added one hundred and ten points to his standing. We'll wager the business he sold brought such a pleasant expression to Mr. Foster's face that we would have to smile in response if we could but see him.

E. F. Klotz has the honor of being instrumental in equipping some of the finest dry cleaning plants in San Francisco.

F. Browne is the sort of a Harrisburg salesman that believes in working with his head and his hands in all earnestness. We are watching Mr. Browne's progress with a great deal of interest.

George A. McCurdy, who has been off duty for the past two weeks, has returned to his Michigan territory. A fine business is expected from Mr. McCurdy by December 21st.

H. A. Folsom, of Harrisburg, seems to be speeding up a bit this month. Good work, Mr. Folsom.

A. McAllister made a splendid showing during the first of the month. He is one of Toronto's men.

M. J. Campbell, of the Washington District, has been on the sick list for a couple of weeks. At the present time he reports that he is "feeling better" and expects to take his place in the "Trenches" at an early date.

Down in Virginia just a little while ago A. L. Corbin, one of our Washington men, sold an order for a Standard Dry Cleaning System.

J. E. Arnold, of the San Francisco District, has very consistently increased his Pacemaker standing. By spurring a little we think this salesman could make the Club before the end of the year.

BEIN' LOYAL

There's a lot in bein' loyal

If you aim to get ahead,
There's a lot in simply stickin'

By the boss when things is said,
For you see the boss is human
And appreciates a friend
And you, by bein' loyal,

Will come out right in the end.

There's a lot in bein' loyal

To the firm you're workin' for.
There's a lot in keepin' smilin'
Bein' cheerful, 'stead of sore.

For the firm likes cheerful fellers
That are loyal like a friend

And you, by bein' loyal,
Will come out right in the end.

There's a lot in bein' loyal

To yourself and to your beliefs,
There's a lot in just forgetting
All your troubles and your griefs.

For the world likes loyal people
So I hope you get the trend
Of my message—then I'll know that
You'll come out right in the end.

—Selected.

RULES FOR ADDRESSING FRIENDS IN UNCLE SAM'S SERVICE

The National Guard of the United States will be mobilized in seventeen Divisions, numbered twenty-six to forty-one.

The men composing the National Army will be mobilized in sixteen Divisions, numbered from seventy-six to ninety-one.

Learn the Division number your friend is in. If he is in the National Guard, learn his regiment number and his Company's letter now. If he is in the National Army he will have no Company letter or regiment number until he reaches camp. Learn them, and then adhere to the following form:

JOHN SMITH

Company.....th Regt.,
Camp
.....Post Office
..... State

If he goes overseas, the Post Office Department will accept for transit only matter which has the sender's name and address written legibly in the upper left hand corner, and which is addressed according to the following form:

JOHN SMITH

Companyth Regiment
American Expeditionary Forces

The Post Office Department will attend to all the rest, and the letter or package will be forwarded to its recipient. The domestic rates of postage apply to all matter addressed as above to members of American forces sent overseas, the parcel post rate being twelve cents per pound or fraction, limit of weight 20 pounds, no customs declaration being required.

C. H. Eastman sold a nice private garage order the other day. Our Albany records show he increased his standing ten points.

J. S. Walsh has been making a specialty of selling kerosene business lately. For the month of September he was credited with the sale of seventeen kerosene outfits in addition to his gasoline business.

Max Heintze was here a few days ago figuring on a big dry cleaning system. More glory for Chicago!

G. A. Smith, of Washington, is working in a style becoming a good Pacemaker. He is one of his District's regulars, and we count on a good monthly business from Smith.

W. C. Anderson, of Harrisburg, "came back strong" last week in lifting his standing.

LIEUTENANT A. B. DE LACY

It seems but yesterday since Aubrey DeLacy left the Publication Department. Yet, as time goes, nearly a year has elapsed, and we today learn that he has just arrived safely in France.

Mr. DeLacy was one of the firm's promising young men. He had salesmanship experience selling Bowser equipment on the road. He was also well versed in Office lore for he worked in the Export Department under Manager R. G. Shulze for quite a

while, and later worked in our Advertising and Publication Department. Before he left us to join the first Officers' Reserve Training School, from which he emerged a 2nd Lieutenant, U. S. A., he filled the position of Assistant to C. H. Davies, Acting Manager in our New York District Office.

Our earnest hope is that he wins a gallant name for himself across the sea.



KEEP YOUR PROMISES

Keep your promises.

The world of business places great value on promises.

Whatever you do—keep your word.

The man who breaks his promises, even in little things is sure to break them in the more important ones. And in this connection—not only in business life, but in everyday life, the keeping of promises should be looked after with care.

The keeping of promises in business and in personal life is the "sheet anchor" in establishing credit among one's business associates.

The man whose promise or word can be relied upon is the one whose influence is far reaching in any community or in any business.

Keep your promises—and don't make any you can't fill.—Selected.

T. D. Kingsley, our Central Division Manager, and C. C. Fredericks, special salesman for the Government Sales Department, spent a week in Chicago a short time ago attending the Oil Dealers' Convention there.



Kerosene is being sold in large quantities and the demand for outfits is as great or greater than it was before. It is simply a question of working the trade.

D. S. JOHNSON,
Western Mgr.



Coast to Coast Survey

By Our Sales Generals

Referring to the business outlook. It is exceptionally good. Everyone is employed at good wages. Prices on all staples are high. Everyone has money. While up to the present

E. M. SAVERCOOL, General Sales Manager.



Do you plan your tomorrow's work the night before? And do you block out on Sunday your schedule for the week to try this scheme beginning today and see how rapidly your daily, weekly, and monthly routine falls into a workable, and result-getting system that makes your work easier, simpler and more profitable.

HARRY CHRISTIE,
Sales Manager Toronto.

time we have made no special "drive" for business, we have easily held our lead on the quota, and now that we can ship with greater promptness we expect big business from every territory.



Don't overlook the kerosene line! The Cut 19 is one good sincere friend of all Bowser salesmen. So is the month of October.

T. D. KINGSLEY,
Mgr. Cen. Division.



If you would find contentment in your daily work, do today's more thoroughly than you did yesterday's. Contentment comes from doing—not from having done. Get it? Keep busy!

R. S. COLWELL,
Eastern Manager.



Let's not look behind, but let's keep right on winning by selling all kinds of trade.

L. E. PORTER,
District Mgr.



We are proud of our organization. It is the result of years of hard and conscientious labor. Let us serve it faithfully.

H. W. BROWN,
District Mgr.



Don't show partiality. Give Every Line a Square Deal and watch results. You will be agreeably surprised.

R. R. SAFFORD,
District Mgr.



Now for a long pull and a strong pull, individually and all together and we will take and hold the place that belongs to us.

C. C. BARNET,
District Mgr.



Prosperity is not "on the way"—it is here! Therefore take advantage of it by pulling your district into first position.

H. C. CARPENTER,
District Mgr.



Now is the time for every man to realize our splendid ambition ("Every Man a Pacemaker and on top in the Lubricating contest.")

J. W. BURROWS,
District Mgr.



Boys, get into this thing with renewed efforts. Expended 20 per cent reserve energy which you all have—for—the race is now about three-quarters over. Let's make these last months record-breakers!

A. W. DORSCH,
District Manager.



If we ever hope to succeed we must be men capable of meeting situations as they present themselves with no previous preparation for the task, and we must be able to turn these situations to successful issues.

C. H. DAVIES,
Acting District Manager.



Resolution carries us all to our goal. Persist in maintaining your spirit of plus determination. To do a thing will to do it with all your power and accomplishment is simple.

G. S. BACON,
Acting District Manager.



Watch our quota! Be a defender of tranquility—keep your customers in a peaceful attitude and good old Ohio will be a winner. Make your watchword "Busy Buckeye Boost."

L. L. WALKER,
District Manager.



Those of you who are "possible" Pacemakers should get into the probable class immediately, and the probable candidates should without further delay determine to elect to the Club in due themselves time.

W. M. MANN,
District Manager.



This year has broken all records for the Company as a whole. Have you individually shared in its unprecedented success?

E. B. FRENCH,
District Mgr.



What makes "Ty" Cobb the most celebrated batter of all time? It's that everlasting drive with all faculties concentrated on the task to be accomplished. Just dry clean your habit of concentration when you read this and start out freshened up for the Home Run.

R. E. FLEMING,
District Manager.



You have a clear road ahead. The going will be fine and every sales man can make a record during the balance of the year that will eclipse any former record he has ever made—if he firmly resolves to do so.

B. L. PRINCE,
District Manager.



"Q plus Q plus C equals S. Translated means Quality, plus Quantity plus Conduct is equal to what makes for Salesmanship." That's Harrisburg's way of solving her problems, and the answer is always the same and must for that reason be correct. The CUF will prove the equation.

H. C. STORR,
District Manager.

**THE BIGGEST FISH-STORY W. G. ZAHRT
EVER READ—SCHOONER CURTIS
FARE \$12,640**

The one week's mackerel seining trip of schooner, Mary F. Curtis, Capt. Lemuel Firth, is a great sensation in fishing circles, for the result is the largest ever made. The stock for that short time was \$12,640, and the crew shared \$296 each.

Since this craft started May 1 she has made the unheard of stock of \$66,000 and crew share for their season's work is \$1,650 each. This return from one vessel is greater than that made by a dozen vessels fifty years ago.

On top of Capt. Firth's unprecedented trip, schooner Marguerite Haskins, Capt. Reuben Cameron arrived with a fare caught last night off Thatchers Island, fully equal if not surpassing it. The craft, a large vessel, was completely loaded to the scuppers with 100,000 pounds of fresh mackerel, and 150 barrels of salt fish. The fresh were sold for nine cents a pound, and the salt mackerel at \$30.25 a barrel. It is expected that Capt. Cameron will realize a stock of \$13,000 or \$14,000. His time absent from his home port was forty-eight hours. Steamer Bessie Duggan also arrived during the night with 6,000 fresh mackerel. The Comrade and Bryda F. had 15,000 and 12,000 respectively.

At Portland a number of vessels with big trips put in and sailed away immediately for the fishing grounds.

All the way from Thatchers to Boon Island mackerel were reported schooling yesterday and big catches made.

Schooner Esperanto, Capt. Daniel McDonald, from a halibut trip, stocked \$7,227, and the crew shared \$207.

Capt. Charles Closson, in schooner Natalie Hammond, stocked \$4,200, and the crew shared \$105.

C. C. Compton may be heard from soon from the San Francisco District. His points are increasing with every report.

C. W. Morgan has just joined forces with the Dallas District boys. For picking a winning crowd to work with Mr. Morgan couldn't have chosen more wisely.

It won't be long now before L. L. Brown, of Dallas, will take his place among the 1917 Pacemaker winners. His standing is perilously near the glory rating.

G. P. Stovall has been closing a splendid business as usual. Today's mail brought three orders from him covering three two-barrel, Cut 115's, two two-barrel, Cut 41's and a thousand-gallon "Chief"—the result of two days' efforts. Washington wants to win the Cup!

**NOT ONLY "UNDER THE SMOKESTACK"
BUT ALSO "BEHIND THE COUNTER"**

It affords us great pleasure to announce that Kerosene sales are improving. Eventually you will find the corner grocery as worthy of as much consideration as the big brick garage across the street. Not a long time ago the writer had occasion to go on a special case. The trip was made by auto and on the way we passed a little grocery store that appeared to have not more than \$250.00 of stock on hand. I asked the salesman to see if this man did not want an equipment. He laughed and said that he was too small a potato. Besides he was in a hurry to get to this big garage. On our return trip we stopped in front of the little store at a well to get a drink of water and refill the radiator, and, to show me that my judgment was bad, the salesman in question immediately approached the merchant demonstrating with the model the advantages of a Bowser Kerosene outfit, feeling that he was wasting his time, but hoping that the time wasted would be a good way to cite me my poor judgment. To make a long story short, Mr. Salesman left this little insignificant grocery with an order for a two-barrel 19-B and a check for cash in full.

Since then, Mr. Salesman has called on every man that owns a business, regardless of his classification, and today his Kerosene sales lead in volume over those of any three salesmen in the Organization.

What are you going to do about YOUR Kerosene sales?—(Adapted from a letter by H. W. Brown, District Manager.)

H. A. Dudley, of the Louisville Office, has been transferred to Memphis.

H. J. Luney, of Toronto, is doing a consistent business these days. His standing shows a strong, even rise.

SELF CONFIDENCE

It is astonishing how the world makes way for a resolute soul, and how obstacles get out of the path of a determined man who believes in himself. There is no philosophy by which a man can do a thing when he thinks he can't.

—O. S. Marden.

A BIT OF SALES PHILOSOPHY

Suppose you had a customer who was doing a very good lubricating business and handled at least two grades of oil, what equipment would you recommend and sell him?

This question was asked one of our oldest and most successful salesmen and he answered, quick as a flash, "Why, I would sell him a battery of 64's complete with barrel dash, cradle, track and chain hoist, and, if in the retail business, include the 154 wheel tank." I replied, "That's fine, and such an equipment would make your customer an ideal installation—100% efficient—but why is it some of our salesmen never sell the 64's and the 154? They specialize on the 63 and 172."

This salesman then said, "It is just simply because they don't THINK 64's and the 154, and they don't TALK 64's and the 154—that's the answer exactly. You know S. F. Bowser & Company are pioneers in the oil storage business. We are recognized authorities on oil storage problems throughout the country, and when you call upon a man you must consider that you are an oil storage expert, representing authorities on oil handling devices. Then put yourself in your customer's shoes and with your knowledge of Bowser equipment, recommend to your customer the proper equipment to meet the requirements—equipment you would install yourself if you were running the business. If you will do this, concentrate your efforts on the proper equipment for each prospect and apply yourself whole-heartedly to the proposition of selling your customer what he needs—the equipment to meet the particular requirements—talk that equipment and stay with it, there is absolutely no question but that **you will sell what you try to sell.** When you are honest and sincere with a man you can show him and make him believe—that gets the business."

What this salesman has said is true as Gospel and while we will have to admit that some customer's requirements do not call for 64's and the 154, there is not a single real salesman but what knows that there are numerous public garages, factories, hardware stores, and the like that ought to have the battery installation, and in the retail business, to make an ideal 100% efficient equipment, the 154 wheel tank should be included, not only for its convenience, but for its obvious advantages in stimulating your customer's lubricating business.

Sell a man what his business justifies, and when he ought to have 64's stay with him until

you sell 64's. You might say, "Why should I spend the time and energy to sell 64's when the 63 is sold much more quickly and much more easily? A quick sale—a quick turnover. I sell my man and go on to see the next prospect. The 63 is an efficient outfit and saves my customer money." Those arguments will perhaps hold good in some few cases and we don't want you to sell 64's when your customer really needs 63's, but remember, the wide-awake successful salesman looks ahead for his customer. Will the 63 meet the requirements as the business increases? Service is the keynote to success today. You must go the second mile, and just as sure as you live, in numbers and numbers of cases you should sell 64's.

If you are conscientiously making an effort to serve, to systematize and to departmentalize your customer's oil business, you cannot blindly ignore the Cut 64 battery installation with track, cradle, chain hoist and barrel dash complete, and where possible, the Cut 154 wheel tank. Think of the increased business and the increase in your earnings! If you do not sell the outfit you ought to sell when a man needs the battery equipment, you have not treated your customer fair and square because you have not sold the equipment which will best meet the particular conditions, and you have actually robbed yourself of real money.

You can display the good points of the 64's equipped with barrel track, barrel dash and chain hoist. The barrel track affords an easy and quick method of transferring the oil from the barrel; the barrel dash prevents spilling and splashing; the basket screen prevents waste, bungs from barrel and other foreign substances from entering the tank when filled, every bit of oil in the barrel passes through the screen into the tank and your customer sells every drop of oil he gets; the manhole makes it possible to clean out the tank and there is no better gauge than the graduated metal gauge on the inside of the tank.

The scientific man knows why; the practical man knows how; the expert man knows why and how.

S. F. Bowser & Co., Inc., are authorities on oil storage problems. You are S. F. Bowser & Company in your territory—an oil storage expert—and if you sell your customer the proper equipment to meet each particular requirement you are bound to sell the 64's and the 154. You cannot do otherwise.—(Adapted from a letter from L. E. Porter, District Manager.)

HEAP BIG CHIEF—HE WANT BOWSER

The other day we received the following letter from J. S. Lewis, Bowser salesman in Dallas territory, and because it is such a good advertisement of the universal appeal of Bowser equipment we take the liberty of reproducing the whole letter:

Dear Mr. Kagay:—

The following little story was recently told me by a citizen in my territory and I am passing it on to you as it may render assistance to some of our salesmen, as it contains a strong illustration of the popularity of the Bowser goods among all classes and races of people.

Some time ago a party of Indians, twenty auto loads, from Oklahoma, were touring through this section. They drove into a small town and the chief, who spoke broken English, made inquiry as to where he could secure gas. A bystander directed him to a nearby filling station. The chief got out of his car, walked down to the pump, walked around it, looked at it carefully and then clambered back in his car. Driving back to the person who had directed him, he shook his head and grunted:

“He no do! Me want Bowser.”

He was then directed to a Red Sentry, where all twenty cars lined up and had their tanks refilled, and went on their way rejoicing.

Moral: Buy a Bowser and bag the business.

TO THE SALESMEN

No work well done is unimportant.

The man who fills his own place honestly is no man's inferior.

The day's work is the best philosophy, after all, and the truly happy man is he who never tries to fool himself.

Remember as you travel among your customers that you are looked upon as the Company. The salesman who treats his customer's business as though it were his own will inspire confidence.

Patience is the long road that leads to success. Impatience when properly exercised is the short cut which arrives you at your destination early.

The man who gives real service is the man who gets new business and holds the old.

—SELECTED.

HE USES THE BOWSER NOW

Oklahoma City, Okla., Oct. 15, 1917.

S. F. Bowser & Co., Inc.,
Fort Wayne, Ind.,
The Central Division.

Subject: A Mail Order.

Dear Mr. Kingsley:—

I will enclose you a letter coming to this office to me from a prospective customer which I think will be good for the Boomer.

It will only go to show what trouble a merchant will get into when he is trying to handle his kerosene without the Bowser equipment. As you will see this customer had two great losses, other than his kerosene loss, namely: a good suit, and a very fine disposition.

His troubles will soon be over as Mr. S. O. Williams booked him for the best there is—Cut 41.

Yours very truly,

W. W. INCE.

— — — — —

October 5, 1917.

Mr. Will Ince,
The Bowser Man, Oklahoma City.

Friend Will:—

Just pumped five gallons of oil; ruined a perfectly good suit; lost \$13.75 worth of a darn good disposition. So book me for pump I looked over Tuesday with your man.

Give me the best deal you can, Will. And get it here as soon as possible. I can sign up contract at any old time.

Very truly yours,

ARCH HARROLD.

Time, 9:15 p. m.

Your Self-Respect:—What your employer thinks of you, what the world thinks of you, is not half so important as what you think of yourself. Others are with you comparatively little through life. You have to live with yourself day and night through your whole existence, and you cannot afford to tie that divine thing in you to a rogue.

—O. S. Marden.

BOWSER

PACEMAKERS 1917

BOWSER

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER

R. W. MAXEY



Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service March 29.
1915—Pacemaker, elected
November 15.
1916—Pacemaker, elected
November 13.
1917—Pacemaker, elected
September 12.

Memphis

PACEMAKER

H. BEIQUE



Six Years with
S. F. BOWSER & CO., Inc.
1911—Entered Bowser service September 28.
1913—Pacemaker, elected
September 9.
1916—Pacemaker, elected
December 21.
1917—Pacemaker, elected
September 25.

Toronto

PACEMAKER

C. O. HOTTEL



Four Years with
S. F. BOWSER & CO., Inc.
1913—Entered Bowser service August 6.
1915—Pacemaker, elected
November 4.
1916—Pacemaker, elected
September 12.
1917—Pacemaker, elected
September 24.

San Francisco

PACEMAKER

G. W. WOLFORD



Six Years with
S. F. BOWSER & CO., Inc.
1911—Entered Bowser service September 8.
Special Salesman
from 1912 to 1916 inclusive.
1917—Pacemaker, elected
September 26.

**CHICAGO
Tri-State Dist.**

DIRECTOR

D. MOORE



Three Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service May 4.
1916—Director, elected
October 25.
1917—Director, elected
September 24.

Louisville

PACEMAKER

C. A. MATHISON



One Year and Eight Months
with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser service February 14.
1917—Pacemaker, elected
September 26.

**MICHIGAN
Ft. Wayne Dist.**

BOWSER
ESTABLISHED 1904

PACEMAKERS 1917

BOWSER
ESTABLISHED 1904

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER



R. S. GILCHRIST

Two Years with
S. F. BOWSER & CO., Inc.
1915—Entered Bowser service May 31.
1916—Pacemaker, elected November 6.
1917—Pacemaker, elected September 29.

Toronto

PACEMAKER



O. T. MCKISSICK

Eight Months with
S. F. BOWSER & CO., Inc.
1917—Entered Bowser service February 5.
1917—Pacemaker, elected October 1.

Dallas

PACEMAKER



E. P. WALKER

Nine Years with
S. F. BOWSER & CO., Inc.
1908—Entered Bowser service November 9.
1915—Pacemaker, elected December 22.
1916—Pacemaker, elected October 9.
1917—Pacemaker, elected October 1.

Memphis

PACEMAKER



R. C. FOSTER

Two Years with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser service January 31.
1916—Pacemaker, elected December 19.
1917—Pacemaker, elected October 4.

Dallas

PACEMAKER



M. D. KEEFE

One and One-half Years with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser service March 27.
1917—Pacemaker, elected October 1.

Albany

PACEMAKER



J. H. WILSON

Four Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser service February 5.
1916—Pacemaker, elected October 18.
1917—Pacemaker, elected October 4.

Denver

BOWSER

PACEMAKERS 1917

BOWSER

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER



J. C. WARD

Seven Years with
S. F. BOWSER & CO., Inc.
1910—Entered Bowser serv-
ice April 25.
1913—Pacemaker, elected
December 11.
1917—Pacemaker, elected
October 5.

CHICAGO
Minneapolis Dist.

PACEMAKER



M. A. ASHLEY

Four Years with
S. F. BOWSER & CO., Inc.
1914—Entered Bowser serv-
ice January 1.
1914—Pacemaker, elected
December 19.
1916—Pacemaker, elected
December 1.
1917—Pacemaker, elected
October 9.

Atlanta

PACEMAKER



H. U. EARLE

Five Years with
S. F. BOWSER & CO., Inc.
1912—Entered Bowser serv-
ice November 13.
1914—Pacemaker, elected
November 21.
1915—Pacemaker, elected
October 29.
1916—Pacemaker, elected
August 23.
1917—Pacemaker, elected
October 5.

Denver

PACEMAKER



J. B. HAGAMAN

One and One-half Years
with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser serv-
ice March 13.
1916—Pacemaker, elected
December 8.
1917—Pacemaker, elected
October 9.

MICHIGAN
Ft. Wayne Dist.

PACEMAKER



W. A. ARMSTRONG

Six Years with
S. F. BOWSER & CO., Inc.
1911—Entered Bowser serv-
ice July 1.
1915—Pacemaker, elected
October 19.
1916—Pacemaker, elected
August 29.
1917—Pacemaker, elected
October 6.

MICHIGAN
Ft. Wayne Dist.

PACEMAKER



LEE KUHN

One and One-half Years
with
S. F. BOWSER & CO., Inc.
1916—Entered Bowser serv-
ice March 11.
1916—Pacemaker, elected
December 20.
1917—Pacemaker, elected
October 10.

Memphis

BOWSER

PACEMAKERS 1917

BOWSER

MEN ARE KNOWN BY THE RECORDS THEY MAKE

PACEMAKER



S. M. CHILTON

Six Years with
S. F. BOWSER & CO., Inc.
1912—Entered Bowser serv-
ice February 19.
1917—Pacemaker, elected
October 11.

Washington

PACEMAKER



F. E. WALTERS

Seven and One-half Years
with
S. F. BOWSER & CO., Inc.
1910—Entered Bowser serv-
ice March 31.
1913—Pacemaker, elected
December 19.
1916—Pacemaker, elected
November 27.
1917—Pacemaker, elected
October 12.

San Francisco

PACEMAKER



F. W. DEVEREUX

Nine Years with
S. F. BOWSER & CO., Inc.
1908—Entered Bowser serv-
ice May 8.
1912—Pacemaker, elected
November 27.
1913—Pacemaker, elected
October 9.
1914—Pacemaker, elected
October 7.
1915—Pacemaker, elected
July 21.
1916—Pacemaker, elected
November 30.
1917—Pacemaker, elected
October 12.

Albany

PACEMAKERISM

Friend Kagay:—

Pacemakers are not natural born; they are self-made. You never heard of a natural born Pacemaker, but you did hear of 176 Pacemakers last year who made themselves such by hard, conscientious and pains-taking work; working their territory as it should be worked by working every foot of it—working SIX DAYS PER WEEK, and in strict accordance with the CALLING LIST SYSTEM, thus increasing their effectiveness, and at the same time decreasing their expenses. They were those who tackled each day's work without fear or trembling; who saw their duty as it was pointed out to them and "went to it" with a feeling born of the fact that they were not going to spend the greater portion of the year in WISHING THEMSELVES PACEMAKERS, and taking a shot at becoming one during the remaining portion of the year.

The PACEMAKER is a fearless individual—one who refuses to permit the inclemency of the weather to interfere with his business, but who goes where duty calls. One who pulls off his coat, rolls up his sleeves and "STARTS SOMETHING" by looking the pessimist squarely in the eye while he (the pessimist) is permitting the WOLF to sun himself out on the front piazza and compelling him to drop that line of doleful and hard-times talk by subscribing him to ONE THOUSAND SHARES OF SUNSHINE, and then selling to him that KER-SENE, LUBRICATING OR PAINT OIL EQUIPMENT for which he stands so badly in need.

In short, the PACEMAKER is HE who has plenty of RED BLOOD in his veins—MARROW IN HIS BONES and MERCURY IN HIS COLUMN, and whose every effort is extended towards MAKING THE PACEMAKERS' CLUB at as early a date as possible.

Of all sad thoughts of tongue or pen,

The saddest are these, "I might have been"

—(A PACEMAKER.)

—N. L. ROBERTS.

STANDING OF FORTY HIGH MEN

OCTOBER 10, 1917

1. E. L. Milliron	Harrisburg	21. R. D. Leonard	Harrisburg
2. W. B. Stamford	Harrisburg	22. H. T. Purdy	Atlanta
3. W. V. Crandall	Denver	23. W. B. Offerle	Harrisburg
4. K. F. Hessenmueller	Harrisburg	24. C. H. King	Toronto
5. R. S. Johnson	New York	25. S. F. Taylor	Albany
6. G. W. Scott	New York	26. J. S. Bronson	St. Louis
7. R. Coddington	Denver	27. J. J. Manning	Minneapolis
8. H. A. Vortigern	Harrisburg	28. W. C. Smith	San Francisco
9. N. Paquette	Toronto	29. J. F. Vonderembse	Denver
10. E. R. Bird	San Francisco	30. A. E. Moffatt	Toronto
11. J. G. Phipps	Ohio	31. H. Dalgard	New York
12. R. W. Jewell	Denver	32. F. H. Sullivan	Dallas
13. A. G. Hartgen	Harrisburg	33. G. P. Stovall	Washington
14. C. R. Eggleston	Albany	34. C. J. Rogers	Tri-State
15. N. Mattingly	Denver	35. W. T. Simpson	Railroad
16. F. H. Peeples	New York	36. R. D. Eckeberger	Memphis
17. B. A. Deffler	Minneapolis	37. W. M. Booker	Harrisburg
18. G. P. Dickey	St. Louis	38. J. M. Prigg	Harrisburg
19. J. T. Gibbons	Washington	39. G. W. Elliott	Albany
20. W. A. Armstrong	Fort Wayne	40. E. J. Murphy	Toronto

District Office Quota Standing 40th Week Ending Oct. 13

DIVISION "A"

1. Toronto.....	Harry Christie, Sales Manager
2. St. Louis.....	L. E. Porter, Manager
3. Dallas.....	B. L. Prince, Manager
4. Harrisburg.....	H. C. Storr, Manager
5. San Francisco.....	D. S. Johnson, Manager
6. Albany.....	W. M. Mann, Manager
7. Chicago.....	Minneapolis R. R. Safford...Mgr. Tri-State....J. W. Burrows..Mgr. Chicago....G. S. Bacon..Atg. Mgr.
8. Atlanta.....	H. C. Carpenter, Manager

DIVISION "B"

1. Ohio.....	I. L. Walker, Manager
2. Memphis.....	H. W. Brown, Manager
3. New York....	C. H. Davies, Acting Manager
4. Michigan (Ft. Wayne)	A. W. Dorsch, Manager
5. Indiana (Fort Wayne)	A. W. Dorsch, Manager
6. Denver.....	C. C. Barnet, Manager
7. Washington.....	E. B. French, Manager
8. Louisville.....	R. E. Fleming, Manager

District Office Lubricating Standing, October 4, 1917

1. ST. LOUIS	5. CHICAGO	9. INDIANA	13. MEMPHIS
2. DALLAS	6. HARRISBURG	10. ALBANY	14. ATLANTA
3. SAN FRANCISCO	7. TORONTO	11. WASHINGTON	15. MICHIGAN
4. DENVER	8. OHIO	12. NEW YORK	16. LOUISVILLE

THIS—

The Model

Saturday Work

The Calling List

Knowing the Bowser Line

Writing Orders Correctly

S
T
O
P
S

THIS—

Loss of Sales

Losing Pacemaker Points

Wasting Time and Effort

A Loss of Confidence

Cancellations

BOWSER BOOMER

Vol. 16.

For November 1917

No. 9.

"WE ARE PREPARED"



To forward "AMMUNITION" of ALL KINDS to
our Boys on the firing Line

Signed..FACTORY.. Ordnance Dept. . . .

S. F. BOWSER & CO.,

H. J. BRADSHAW, EDITOR

We are very pleased to announce the appointment of Mr. H. J. Bradshaw as Editor of the Boomer and Booster, effective at once. This appointment is made in recognition of Mr. Bradshaw's admirable qualifications for such work and of the high grade sales work which he has been doing for some years in our Organization. It also leaves Mr. Kagay free to devote all his energies to the Publication Department work, which has not been possible while acting as Boomer and Booster Editor.

The new Editor is "one of the Boys" and in issuing the Boomer will have the salesman's viewpoint. His initial entry into our Organization was the direct result of the manner in which he landed one of our Officials for an automobile, thoroughly convincing him in that transaction that he could make good in the Bowser Line. This was in 1911 and since that time Mr. Bradshaw has represented us in several sections and always with credit to both himself and the Company. Lately, he has been serving as Special Representative under the Fort Wayne Office, doing splendid work in this capacity.

We believe that Mr. Bradshaw is well known and favorably regarded by a large proportion of the Bowser Salesmen, and are confident that in his new office as Editor of the Boomer and Booster he will win his way into the regard of all, and that the Boomer and the Booster, under his editorship, will be enhanced and serve a larger part in strengthening and inspiring our Organization as a whole than has ever been true heretofore.

We bespeak for Mr. Bradshaw the co-operation of those who may have any items for publication in either the Boomer or Booster and commend him most cordially to you all.

Yours very truly,

W. G. ZAHRT,
Asst. General Manager.



L. P. MURRAY

Murray, our former Mid-Western Manager, to the very important position of Canadian Manager.

This advancement brings Mr. Murray jurisdiction over the Canadian Office, Factory, and Sales Force. As Manager of the Chicago District Office, and as Mid-Western Manager, Mr. Murray has more than proved his fitness for his new position. His success is assured.

Since the death of Mr. W. R. Hance, the activities of our Canadian Plant have been ably directed by Mr. Harry Christie,

L. P. MURRAY, CANADIAN MANAGER

We take pleasure in announcing the appointment of Mr. L. P.

who has won an enviable reputation for for himself as an executive and as a Sales Manager. Mr. Christie's work along sales lines in particular has been so constructive, his management has been so efficient, he is to turn the greater part of his attention from now on to taking charge of the Canadian Sales Organization.

With two such experienced men in Canada the continued success of the Canadian Branch cannot be questioned.

Mr. L. P. Murray and Mr. Harry Christie have our heartiest congratulations and best wishes.



HARRY CHRISTIE

STANDING OF FORTY HIGH MEN - NOV. 10, 1917

1. E. L. MillironHarrisburg	21. B. A. DefflerTri-State
2. W. B. StamfordHarrisburg	22. W. B. OfferleHarrisburg
3. W. V. CrandallDenver	23. C. H. KingToronto
4. K. F. Hessenmueller.Harrisburg	24. N. MattinglyDenver
5. J. J. ConnellyChicago	25. G. P. StovallWashington
6. R. S. JohnsonNew York	26. R. D. LeonardHarrisburg
7. G. W. ScottNew York	27. H. DalgaardNew York
8. R. CoddingtonDenver	28. H. T. PurdyAtlanta
9. R. W. JewelDenver	29. W. M. BookerHarrisburg
10. H. A. VortigernHarrisburg	30. J. S. BronsonSt. Louis
11. J. G. PhippsOhio	31. J. F. VonderembseDenver
12. N. PaquetteFort Wayne	32. W. C. SmithSan Francisco
13. W. A. Armstrong..Fort Wayne	33. J. J. ManningMinneapolis
14. E. R. Bird.....San Francisco	34. A. E. MoffattToronto
15. A. G. HartgenHarrisburg	35. J. C. Harding.....San Francisco
16. C. R. EgglestonAlbany	36. W. C. SuttonFort Wayne
17. S. F. TaylorAlbany	37. J. M. PriggHarrisburg
18. J. T. GibbonsWashington	38. W. C. HalseyAlbany
19. F. H. PeeplesNew York	39. J. S. LouisDallas
20. G. P. DickeySt. Louis	40. R. D. EckerbergerMemphis

DISTRICT OFFICE QUOTA STANDING

4th QUOTA WEEK ENDING NOV. 10, 1917

DIVISION "A"

1. TORONTO - - L. P. Murray, Mgr.
2. ST. LOUIS - - L. E. Porter, Mgr.
3. DALLAS - - B. L. Prince, Mgr.
4. HARRISBURG - - H. C. Storr, Mgr.
5. SAN FRANCISCO D. S. Johnson, Mgr.
6. ALBANY - - W. M. Mann, Mgr.
7. CHICAGO (Min'polis R. R. Safford, Mgr.
Tri State J. W. Burrows, Mgr.
Chicago G. S. Bacon, Atg. Mgr.)
8. ATLANTA - H. C. Carpenter, Mgr.

DIVISION "B"

1. OHIO - - - I. L. Walker, Mgr.
2. MEMPHIS - - H. W. Brown, Mgr.
3. NEW YORK C. H. Davies, Atg. Mgr.
4. MICHIGAN (Ft. W.) A. W. Dorsch, Mgr.
5. WASHINGTON E. B. French, Mgr.
6. INDIANA (Ft. W.) A. W. Dorsch, Mgr.
7. DENVER - - - C. C. Barnett, Mgr.
8. LOUISVILLE - R. E. Fleming, Mgr.

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

H. J. BRADSHAW, Editor

DEVOTED TO THE INTERESTS OF
THE COMPANY AND ITS SALESMEN

Vol XVI NOVEMBER 1917 No. 9

EDITORIAL

The impression seems to prevail among some salesmen that there is a mysterious force present in the workings of this universe for which, in order to be successful salesmen, it is necessary for us to search and work and ask questions and speculate, little realizing that the very elements of our ordinary intercourse with friends and acquaintances is the same so-called subtle force which makes for good salesmanship—it is in short the warm hand-clasp—the look of interest and sincerity out of one's eyes.

We do not always stop to analyze the motives in a pleasant "Good Morning" or "Good Afternoon"—do not ask ourselves, "Can I make a little money out of this friend in the degree of warmth of my hand-clasp?"—rather is there behind it that feeling of consideration that makes us feel we have a duty to perform for that friend.

It is no different in salesmanship and in the degree that each one of us brings into our thought this activity, we are able to meet our prospects with such warmth and good will and confidence that at once we have gained their good will.

There is so much constructive work we can do in presenting Bowser Equipment that it is a waste of time to resort in any measure to reflection upon manufacturers of similar equipment and, it is our observation that the salesman who conducts himself with honesty and sincerity and energy has a field in which there is so little competition that the results pay enormous dividends.



While every effort should be made to conserve the resources of our country, and every person therein should be requested and even urged to do his bit, our friend and pacemaker, Hessenmueller, of Harrisburg, asks if by any stretch of the imagination we can figure any return by which he can justify his expenditure, as outlined in the following incident:

It seems "Hess" and several genial spirits betook themselves to the wilds of Shenly Park to hunt big game—we know not how long they tarried—we do know, however, that the sum total of their efforts was eight

"birds," each having a market value of 48 cents, a total value of \$3.84.

Now, "Hess" asks, in all seriousness: considering the expense of \$4.27 for gas, \$1.10 for oil, \$7.20 for powder and bullets—not to speak of the money lost for time—\$10.00 for one pair of trousers ruined by over-looking a barb-wire fence, nothing added for "blarsted" hopes and ruined reputation—does a \$3.84 return on such an outlay justify the expenditure?

Well, Karl, it's too deep for us. We'll ask our readers to express an opinion.

BOWSER SECOND LIBERTY LOAN CAMPAIGN

The Bowser Organization at Fort Wayne and elsewhere did its duty by subscribing the sum of \$125,150.

The subscription was really much greater inasmuch as many of our salesmen and employes subscribed locally to campaigns in their several home towns.

Letters have come, showing that those who could not share personally in the enthusiasm of the Home Office Campaign were participating elsewhere and were standing back of the American Government with good American dollars.

All Bowser men and women did their duty. We are indeed glad to have turned in so large a subscription as a Bowser contribution. We commend the

patriotic spirit which prompted every subscription. If we cannot contribute service in the trenches, we can at least buy bonds to break bondage.

Our Canadian Organization is also contributing to the great British Loans and substantially aiding the cause of Democracy.

CARD OF THANKS

Beloit, Wis., Oct. 31, 1917.

I wish to thank the Pacemakers' Club for the beautiful floral offering sent me in commemoration of my mother's death. It was appreciated all the more for the reason that the business world to-day is usually too pressed with matters of greater consequence to them to devote their time to the individual when in sorrow.

Again thanking you deeply for this expression of sympathy, I am

Very truly yours,

ALBERT C. VAN AUWER.



LORETTA REILLY
Albany



N. L. ROBERTS
Atlanta

"Brad"



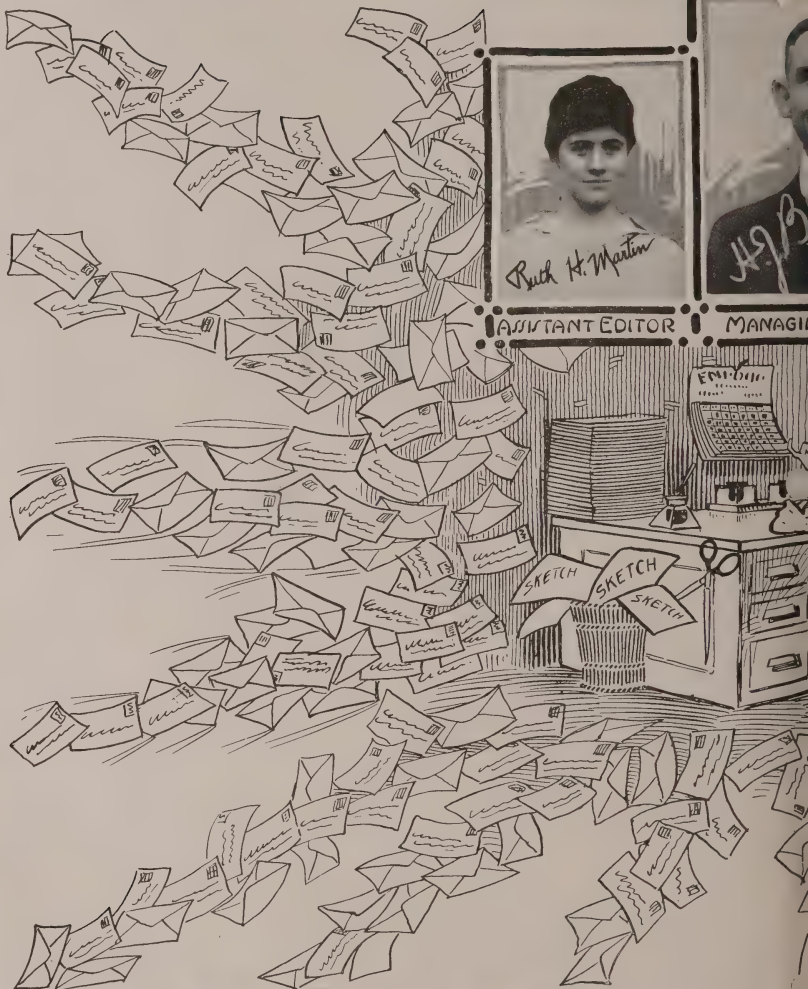
LORENA YEATES
Memphis



EULA WYKES
Dallas



E. W. SHERBURNE
Denver



ASSISTANT EDITOR



MANAGER



W. L. KENNEDY
Fort Wayne



C. L. POWELL
Harrisburg

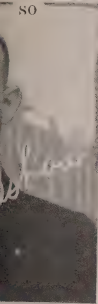


W. B. FITZPATRICK
Louisville



WALT

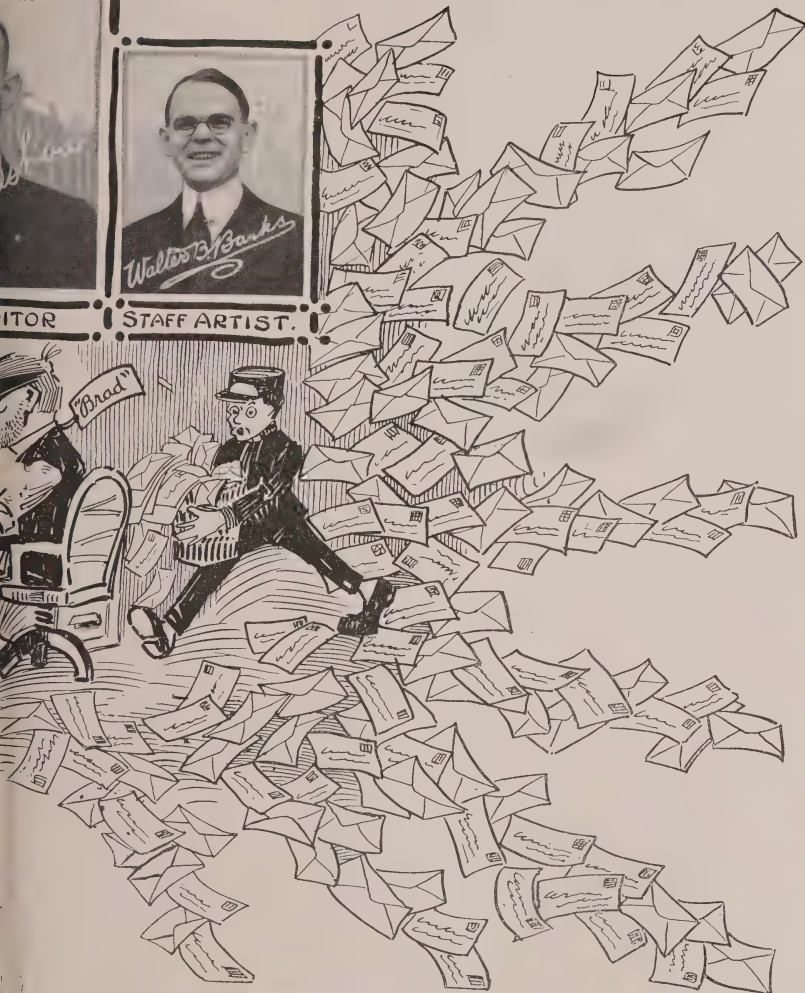
his Staff



EDITOR



STAFF ARTIST.



C. F. COCKRILLE, JR.
Washington



WINNIFRED MENEAR
Toronto



F. O. SALLEE
Tri-State



H. O. CHILTON
St. Louis



CHAS. E. STREET
San Francisco



R. G. CONKLIN
Minneapolis



MARGARET BLANK
New York



W. D. ALLEMAN
Ohio

E. F. ENGLISH

Mr. E. F. English, of San Francisco, for the third time has become a P a c e m a k e r, having been elected on October 15th. It gives us pleasure to note that each year

Mr. English has entered the Club. Here are our best wishes to him.

READ WHAT THIS BOWSER BOOSTER SAYS:

REEDY VANCE

Dealer In

General Merchandise

I can truthfully say I would not take twice the amount you charge for the equipment I have just purchased, provided I couldn't get one to take its place. I am under many obligations to your agent for his persistency in making the sale.

Yours truly,

REEDY VANCE.

D. F. HERNON

We introduce to our readers this month not only a new face in the organization but a new P a c e m a k e r, in Mr. D. F. Hernon, one of "Bill" Mann's workers in the Albany district.

While our genial friend only entered Bowser service on the 20th of September, 1916, he put it over on the 29th of October, 1917.

CAN'T STOP HIM

We are more than pleased to notice the progress our friend, Treadway, one of the Buckeyes, has made. It seems that there has been no sand too deep, no hill too steep, no mud too sticky, no rain too wet, no snow too cold to prevent his being a big producer, and we note he is one of the leaders of the High Ten of this division.

WORD FROM LONDON

Wherever you find things doing—there you find a Bowser man! For proof of this read the extract incorporated below taken from a letter written us by H. E. Anderson, Manager of our London Office.



MR. H. E. ANDERSON

"Referring to our men who are serving in H. M. Forces, Brigade-Major Middleton is somewhere in France. I have not heard from him for some time. Sub-Lieutenant Greenwood was recently promoted to the rank of Lieutenant and is now with the North Sea Fleet. Lieutenant Hunt has been wounded again. This makes his third wound. His mother informs me that this time he was wounded with a machine gun bullet passing through his thigh. His first wound was a slight shrapnel cut in the neck, and the second a shrapnel wound in the shoulder, and the present one will keep him out of active service for at least six months. The other men in the Army who were originally with us I have not heard from for six months or more; some of them were then still in this country, and the others in France."

R. D. LEONARD

Although we realize that Ross D. Leonard, of the Harrisburg District, is a full-fledged member of the P a c e m a k e r Club, having been in the Club for six years, still we never realized that he was a member of any regimental organization until we read an article in the Bealsville, (Pa.) News, under date of September 13th. A portion of the article is as follows:



"85th Regiment in Annual Reunion at Bealsville.

"Fully 500 people gathered here to honor the visiting veterans of the Civil War at the forty-fifth annual reunion of the famous Eighty-Fifth Regiment, Pennsylvania Volunteer Infantry, a large part of which was composed of men from Washington county. There were thirty-one members of the regiment and ninety-seven other veterans of the Civil War present.

"Ross D. Leonard, of Washington, Pa., whose father, H. A. Leonard, was a member of the 85th Regiment, provided automobiles for all the old soldiers from Washington who wished to attend the reunion. Seventy-five veterans took advantage of this kind invitation and it required fourteen automobiles to carry them. All of the machines were decorated with patriotic colors and flags of the allies. This procession made an imposing appearance as it traveled along the National Pike and it was greeted with cheers at every point. Mr. Leonard was extended a vote of thanks by the old soldiers."

GOING SOME!

This is positively the best ever.

Pacemaker W. M. Booker, of Harrisburg, has just waxed so persuasive he sold a graveyard a five-barrel, Cut 241 outfit.

If W. M. can sell equipment to the West Laurel Hill Cemetery—one of the largest and most prominent cemeteries in the East, there shouldn't be a "dead" prospect on any man's calling list that can't be made "live" before next spring.

"UP SO HIGH"

In every issue of the Boomer, lists, editorial mentions, items, articles, standings and notices are continually being published concerning our high men. In this semi-monthly we diverge from our established course ever so slightly. Instead of giving space to a write-up about three of our high men, we actually depict by means of our photographic staff how high our boys climb and show how nervous mortal man is when high altitudes are achieved. (Note the strained expression on the pictured faces.)

The gentleman "playing safe" on the left of the picture is O. N. Gillette, of our Louisville Sales Force. The center man is R. S. Colwell, S. F. Bowser & Company's Eastern Manager. On the right is the famous D. Moore, Director of the Louisville Office. The rock upon which the trio balance tops Lookout Mountain in the state of Tennessee.



C. A. McNOWN

We are pleased to announce the election of C. A. McNown, of the Toronto Office. Mr. McNown has been with us only two years and has been twice a Pacemaker.



S. F. TAYLOR

On the 18th of October our friend, Sam Taylor, of Albany, sent in the final ballot which made him a Pacemaker for 1917. This is Mr. Taylor's fourth offense



and we congratulate him.

It is small wonder that the Dallas Office is showing such speed for, we have before us a record which shows that ten men of the 100% Quota Club in this organization have qualified on the High Twelve, an average of twenty-two times in forty-one weeks.

We have our own ideas of what constitutes a good time. So evidently has Howard Chilton, of St. Louis, "Lou" Porter's right hand once man. Howard wearied of his desk and swivel chair a few days ago and for variety hied himself forth as a salesman. He got away with his bluff, too, for he made a customer come across with the price of a ten-barrel, Cut 41, kerosene equipment before he returned to seclusion.

F. J. LIBBEY

Our dapper young friend, F. J. Libbey, of New York, we are pleased to welcome into the Pacemakers' Club. This is not a new experience for F. J. for in 1916 he enjoyed the festivities extended to the Pacemakers.



R. A. DUSALT

R. A. Dusault, of the Albany District, is apparently not overlooking any smoke stacks, for our records show that during the last week of October he wrote a factory paint oil order for 115's, netting him 69 points. Some order!

R. F. KIMBALL

Some record our friend Kimball, of St. Louis, has made in this organization, for our records show that in 1917, on the 22nd of January, Lou Porter brought him in the field and on the 17th of October he advanced himself to the Pacemaker organization. R. F., heres our hand to you.



Changed Conditions

"Under a spreading chestnut tree
The village smithy stood,
But that was long ago, Ah! me,
If nowadays you should
Draw near the sweetly rustic scene
And for the smith inquire,
You'd find him selling gasoline
Or working on a tire."

And if you asked for service he--
Would smile and say "Dear sir,
The service you require is here--
A BOWSER, 'neath the tree
Is waiting to fulfill your wants,
Just let me turn the crank
While you sit still and let me fill
Your twenty gallon tank."

With adapters to Longfellow
and Peat Cook



F. E. BRAGG

Three and a half years with
S. F. Bowser
& Company,
Inc., three
times a Pace-
maker is the
record of F.
E. Bragg, one
of Bob Safford's satel-
lites in the

Minneapolis District. Here's
our welcome to him.

"SELLS BOWSER TANKS"

W. N. Throop, of the San
Antonio, Texas, territory, is
making a splendid record for
himself in the volume of his
sales.

From the reproduced news-
paper clipping below it is evi-
dent that this high-grade man
is taking advantage of all the
free publicity he can on ac-
count of his connection with
the Truckford Motor Company.
Such advertising pays.

They are coming thick and
fast and we are pleased to an-
nounce as the last addition to
the Pacemaker Club, J. W. Ha-
gerty, of Toronto, with a splen-
did record behind him.

DON'T BE

Like an old "nigger" we heard
about the other day. It seems he
was sitting on his cabin stoop and
he heard the throb of drums.

"Wha's 'at?" he asked.

"Soldiers passin' by a block
away," replied his old woman.

"Shucks!" mumbled the old
man. "Ain't it too bad I'm facin'
away from the corner they're
marchin' 'round?"

Don't be like the old "nigger."
Have gumption enough to turn
around and face the procession.

SELLS BOWSER TANKS



—Photograph by Drow.

W. N. Throop, who represents S.
F. Bowser & Co., manufacturers of
oil tanks, pumps and storage sys-
tems, in San Antonio and sur-
rounding territory. Mr. Throop,
who reports thriving business,
makes his headquarters with the
Truckford Motor Co., 218-220-222
North Flores Street.

FINE WORK IN DALLAS!

It is small wonder that the Dallas
Office is showing such speed for,
we have before us a record which
shows that ten men of the 100%
Quota Club in this organization
have qualified on the High Twelve,
an average of twenty-two times in
forty-one weeks.

DIRECTOR D. MOORE IN HOSPITAL

Our Louisville Director, D.
Moore, has
just been op-
erated upon
for appendi-
citis.



His many
close friends
in the organ-
ization will be
glad to know
that he is now doing nicely and
is probably planning his 1918
Bowser Sales Campaign at his
leisure.

Mr. Moore is one of our lead-
ers. He has twice won the
Louisville Directorship. We ex-
tend him our sincere and
heartly best wishes for a quick
recovery.

New One and One-Half Ton

Truckford

Same Price—\$350 f. o. b. San Antonio

Report of sales, week ending Oct. 6:

Miguel Dosamantes Rul, Mexico City	...3 Truckford.
Stanley Copeland, Laredo1 Truckford.
W. R. Congham & Son2 Truckford.
Vernor Garage, Smiley, Tex.1 Truckford.
Tim Beason, Fort Sam Houston1 Truckford.



THE TRUCKFORD MOTOR CO.

218-220-222 North Flores St., San Antonio, Texas.

H. J. Shearer, State Sales Manager. Phone Cr. 3803.

Wholesale and Retail.

B. J. Miguez, City Salesman.

C. C. Wood, City Salesman.

BOWSER BOOMER

December · 1ST · 1917.

Vol. 16.
No. 10.



Mr. Salesman its
"YOUR MOVE"

REMEDY FOR FROZEN PUMP VALVES

The following letter, which is self-explanatory, has been sent to all Bowser users in localities having low temperatures. Familiarize yourself with it. Many letters from customers tell of its satisfactorily removing the cause of pumps freezing.

YOUR ATTENTION IS CALLED AT THIS TIME TO THE IMPORTANCE OF DRAINING ALL WATER FROM THE FILTER ON YOUR PUMP. The freezing of a pump is caused entirely by water which has been drawn into it along with the gasoline, and the purpose of the Bowser filter is to remove this water from the gasoline before discharging.

To remove water from the filter, close the discharge valves and open the drain cock on top of the filter. Proceed to operate the pump in the regular manner until all water has been removed from the filter. The best means of determining when all the water has been removed from the filter is to pass the discharge from the drain cock into a glass jar. The line of demarcation between the gasoline and water will be very distinct.

If Freezing should continue, place in your tank, through the fill pipe, a sufficient amount of denatured alcohol to make an anti-freezing mixture of any water which may have accumulated in your tank or pump.

Place the amount of alcohol necessary according to the size of your tank (see table below). In order to get the alcohol circulated throughout the system, pump out twenty or thirty gallons and return it to the tank; then drain your filter, as mentioned above, and again pump out a few gallons until nothing but pure gasoline is drawn. Give the filter a final draining and you will have no trouble with your pump freezing.

TABLE

Size Tank	Add Alcohol	Size Tank	Add Alcohol	Size Tank	Add Alcohol
65 gals.	2 pints	340 gals.	5 pints	640 gals.	7 pints
120 gals.	2 pints	400 gals.	6 pints	800 gals.	9 pints
170 gals.	3 pints	445 gals.	6 pints	1000 gals.	10 pints
220 gals.	3 pints	500 gals.	7 pints		
280 gals.	4 pints	550 gals.	8 pints	1100 gals.	10 pints

These letters give the experience of some in various cold localities:

We have followed instructions and so far eliminated all trouble in the present cold spell although the thermometer has dropped to 25 degrees below.

North Dakota.

The weather turned very cold for three or four days—temperature down as low as 3 degrees below zero, but the valves did not cause the least bit of trouble.

Kansas.

We have been successful in overcoming the trouble recently reported to you, and will say that it has been twenty-six below zero and the pump worked fine.

Minnesota.

After trying the remedy you suggested for our freezing gasoline tank, we have had no trouble at all and are much pleased with the result.

Michigan.

Standing of Forty High Men November 26, 1917

1	E. L. Milliron	Harrisburg
2	W. B. Stamford	Harrisburg
3	W. V. Crandall	Denver
4	K. F. Hessemmueller	Harrisburg
5	J. J. Connelly	Chicago
6	R. S. Johnson	New York
7	G. W. Scott	New York
8	R. Coddington	Denver
9	R. W. Jewell	Denver
10	H. A. Vortigern	Harrisburg
11	J. G. Phipps	Ohio
12	C. R. Eggleston	Albany
13	W. A. Armstrong	Fort Wayne
14	N. Paquette	Fort Wayne
15	A. G. Hartgen	Harrisburg
16	E. R. Bird	San Francisco
17	S. F. Taylor	Albany
18	F. H. Peoples	New York
19	J. T. Gibbons	Washington
20	W. B. Offerle	Harrisburg
21	C. C. Fredericks	Railroad
22	N. Mattingly	Denver
23	G. P. Dickey	St. Louis
24	G. P. Stoval	Washington
25	H. T. Purdy	Atlanta
26	A. A. Deffler	Tri-State
27	C. H. King	Toronto
28	H. Dalgaard	New York
29	R. D. Leonard	Harrisburg
30	W. M. Booker	Harrisburg
31	J. F. Vonderembse	Denver
32	W. C. Smith	San Francisco
33	E. L. Veirs	San Francisco
34	W. C. Sutton	Fort Wayne
35	J. J. Manning	Minneapolis
36	A. E. Moffat	Toronto
37	R. A. Dusault	Albany
38	J. M. Prigg	Harrisburg
39	F. H. Sullivan	Dallas
40	J. C. Harding	San Francisco

District Office Quota Standing 47th Quota Week Ending December 1, 1917

DIVISION "A"

1. TORONTO - - L. P. Murray, Mgr.
2. ST. LOUIS - - L. E. Porter, Mgr.
3. DALLAS - - B. L. Prince, Mgr.
4. HARRISBURG - H. C. Storr, Mgr.
5. SAN FRANCISCO - D. S. Johnson, Mgr.
6. ALBANY - - W. M. Mann, Mgr.
7. CHICAGO { Min'polis R. R. Safford, Mgr.
Tri State J. W. Burrows, Mgr.
Chicago G. S. Bacon, Atg. Mgr.
8. ATLANTA - H. C. Carpenter, Mgr.

DIVISION "B"

1. OHIO - - - I. L. Walker, Mgr.
2. MEMPHIS - - H. W. Brown, Mgr.
3. NEW YORK C. H. Davies, Atg. Mgr.
4. WASHINGTON E. B. French, Mgr.
5. MICHIGAN (Ft. W.) A. W. Dorsch, Mgr.
6. DENVER - - - C. C. Barnett, Mgr.
7. INDIANA (Ft. W.) A. W. Dorsch, Mgr.
8. LOUISVILLE - R. E. Fleming, Mgr.



No Pacemakers' Convention—A Patriotic Duty

So many letters have been received from salesmen heartily endorsing the elimination of the Pacemakers' Convention this year that it becomes more and more plain to the Management they have done the proper thing.

To every salesman was forwarded a letter bearing upon the subject, explaining the situation carefully, specifying the awards, etc., but there were some exceptionally good points given in Mr. Bechtel's letter and we are reproducing parts of it for your careful attention.

"We are at war and upon its successful issue depends the weal or woe not only of nations but of you and us as individuals. It is not a far-off distant thing but a live, real fact which vitally affects each one of us."

"Instead of the trip to the Factory, which you and we enjoy so much, **WE WILL GIVE A \$50.00 LIBERTY BOND** to each salesman who makes the Pacemaker Club **in addition to the regular prize** to which he is entitled."

"The outcome of this war undoubtedly depends upon us at home as well as our boys at the front; our Army and Navy and those of our Allies must be fed, clothed and supplied. Much of this must be done by 'we-stay-at-homes' by helping furnish the money to finance our Nation's buying and by our doing our part in upholding the industrial activities of our Country; by aiding in conserving the Nation's resources; by helping increase the efficiency of the Country through conserving our own time and efforts and, in every way possible, aiding in constructive and saving methods."

"We are sure you, as Patriotic Americans, thinking and acting along these same general lines, agree with us in our feeling that it would not be fitting to hold our Pacemaker Convention this coming year as it would add to the burden of the railroads of unnecessarily increasing travel; constitute a loss of time and effort, and the spirit of jollification and feasting would be out of tune with the seriousness of the time. This is the position taken by nearly all other large companies, fraternal societies and associations as practically no conventions have been held this year."

We believe all will agree that S. F. Bowser & Company, in taking this step, are acting up to the highest ideals of Democracy and while it is a distinct disappointment to all alike in missing this great Get-Together Jollification which helps each individual, we can rest in the realization of having done our duty to our country.

A LETTER FROM OUR ASSISTANT GENERAL MANAGER

We are now nearing the end of the most prosperous year in the history of the S. F. Bowser Company—prosperous alike for Factory, Office Employees and Salesmen.



G. W. ZAHRT
Ass't Gen'l Manager and Treasurer

Never have we had so many Pacemakers as have already qualified this year, and many more are swiftly approaching the line needing but few points to make them Members of the Club.

To those who are so near Pacemakership that it seems impossible they will miss their goal, and to those just far enough away from victory to make their Membership a bit difficult, we say: Bend Every Effort to Qualify. Look over your territory—at every store which needs kerosene equipment—at every garage that should be using Cut 63s and 64s—at every dry cleaner (if you are working this class of trade)—at every factory (if you are supposed to call upon them)—for every possibility each class undoubtedly possesses, and **MAKE EVERY POSSIBILITY A PROBABILITY** in so far as you are able. Only by this sort of careful, consistent and persistent work have you a fighting chance. And we are with you every minute.

We are, even now, looking forward to 1918. Our factory output has been nearly doubled, and you need have no fear orders will be delayed. We are endeavoring in a word to so free your minds from any distracting influence you may be able to devote your entire energy and attention to your saleswork.

W. G. ZAHRT,
Assistant General Manager.

CANADIAN VICTORY LOAN

The results of the Victory Loan Drive in the Canadian Office were most satisfactory.

Teams were organized to cover the entire organization. Those directed by Captain Sidney W. Henderson of the Canadian Factory were the largest producers. However, Captain Winnifred Menear, our charming Boomer correspondent, was a close second.

The sum of \$15,000 was raised.

THE BUSINESS WARRIOR

The Salesman is a warrior.

He goes out and knocks at strange doors for admission—that takes courage.

He is beset by antagonism on all sides—that takes fortitude to withstand.

He must combat arguments galore—that takes resourcefulness and knowledge to overcome.

He must strike his way right and left until all barriers are

swept away, until he is successful—that takes the best in him, but that is salesmanship of the highest order, and leads to rich reward.

J. H. NEWMARK,
Salesmanship.

E. Steinhauser, who travels in northeastern Ohio, reports having been stuck on a hill—without chains—bad roads in general—traveled 22 miles in four hours—frozen—muscles stiff from cranking machine, but with all these little difficulties, "Steiny" delivers the goods.

Fort Wayne, Ind., Dec. 1, 1917.

There has never been a time in the history of our business when there was greater opportunity to sell oil storage equipment than right now. Hundreds and thousands of new factories, both large and small, are being built, and every factory in the county is operating to its fullest capacity. Machinery of all kinds is in use night and day and there is necessity for its conservation. This calls for much greater consumption of Lubricating Oil and creates an emergency situation **REQUIRING OIL CONSERVATION.**



E. M. SAVERCOOL
General Sales Manager

Railroads are using every piece of rolling stock. Freight is congested and all roads are congested with freight. Motor truck construction is greatly increased and will be used to the fullest extent. Pleasure car production will remain normal.

There is a shortage of coal, and manufacturers of kerosene heating stoves are running full page advertisements in leading magazines. This means greater consumption of kerosene and the consequent need of Kerosene Tanks.

The field for the sale of Filtration and other Factory Equipment is unlimited. Tanks, pumps and accessories are required to take care of the increased consumption of Fuel Oil, and

a great opportunity for increased business now presents itself to us.

Your Company has a plant and machinery as well as the material necessary to fill all orders for oil conservation and storage. It is your patriotic duty to place these facts before your trade.

E. M. SAVERCOOL,

General Sales Manager.

IT SMELLED LIKE IT

The Swedish jitney driver drew up beside the road, jumped out and with wrench in hand crawled under the auto. Taking advantage of the stop the only passenger, an Italian, proceeded to eat a lunch consisting mainly of Limburger cheese. Suddenly the driver emerged from beneath the machine and with bulging eyes, and a hand on his nose stood staring at the auto.

"What's the matter?" inquired the Italian innocently, between mouthfuls of cheese.

"Ay don't know," said Ole. "But Ay tank the engine bane dead."

"Many a man grows gray waiting for a chance that some other fellow has gone out and grabbed."

J. W. HAGERTY

In the November Boomer, mention was made of Mr. J. W.

Hagerty acquiring Pacemaker Membership. No photograph accompanied this announcement, due to the fact that



Mr. Hagerty's picture was late in arriving in Fort Wayne. In this issue we are making full announcement of this salesman's splendid work.

J. C. Tibbles, of Lima, has a faculty of having all of his friends, every Oil Company, all his family, every acquaintance, in fact almost everybody in Lima boosts the Bowser line as a result of their acquaintance with John. No wonder he is a success, and by the way, a Pacemaker before long.

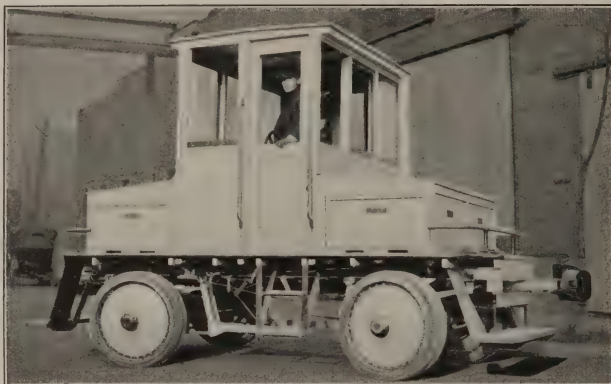
We received a wire from Carver Wood stating that he secured his deer, while on his recent hunting trip to Northern Michigan. That's fine but the proof of the pudding is in the tasting.

Ever heard of J. A. Conrad? He's a new man in the St. Louis District and he's in second position in the sale of kerosene tanks. Think of that for a beginner's record!

Physicians say yawning is caused by a lack of oxygen in the blood. Murray says by a lack of pep in the conversation.

J. J. Lyons, of the Albany District, came across with a Cut 241 outfit the other day. A few more orders and J. J. will be a Pace-maker.

John H. Quinn, of the Ohio Sales, is not particular whether he sells gasoline equipment, kerosene equipment, filtration equipment and factory equipment. In fact, John has been successful in selling all lines. The latest from him is that he is going to make the Club. He says, "Watch me."



OUR "BIG ELECTRIC"

The latest improvement in our fleet of trucks is the "Big Electric" illustrated herewith.

This truck is specially constructed for handling heavy freight cars. Its four wheels operate separately, and each wheel is equipped with an electric motor, so enclosed as to be absolutely water proof. All four wheels are used for steering.

The outfit is one other example of Bowser efficiency. The truck was originated in our factory by the boys out there.

C. B. Sunderland has been giving a mighty good account of himself. He recently took over engineering sales work in Central Indiana and he not only is going after the big fellows, but he is landing them, too—four Cut 154's, one F. 5, one F. 4—one order—not bad. Work your Factories.

H. T. Sterne, of Cincinnati, whom you all know was formerly with Toronto, is the original optimist and insists that he is going to "Bowserize" Cincinnati from one end of the city to the other, and, confidentially, we know he can do it. More power to him.

DOWN MEMPHIS WAY

H. W. Brown,
Of Memphis Town
Has started a movement
No one can down.
E. E. Lowe
Is helping him now
And so is Mr. W. S. Row.
As for famous Groves—
Why he's selling 'em in droves!
And none of us know
Where they're got their
Treasure Cove.

"You say you want a job in the office? Well, what can you do?"

"Nothing."

"Why didn't you apply sooner? All those high salaried positions have been taken long ago."—Houston Post.

It's a good thing to know all there is to know about Bowser Equipment.



**AIRCRAFT LANDING
FIELDS**

Just to give you some notion of the part this Company is playing in governmental warfare we reproduce here a snapshot taken in Waco, Texas, by our Construction Engineer, J. B. Haffner. The aeroplane anchored directly back of our Red Sentry is one of America's war fleet.

Here's a Daily Report from B. R. King, dated the 24th: "Three calls, two sales." If hard work counts, watch King.

The news of the death of the father of Mr. Griggs Walker, of the Atlanta District, which occurred on November 12th at Tifton, Georgia, has just come to our notice, and we take this occasion to extend to him the sympathy of the entire organization.

"Sure and its Ireland" was in an automobile accident last week and was considerably shook up although he is now able to continue his successful work. Mr. Ireland is a "comer" and is bound to succeed Fords, telegraph poles notwithstanding.

We haven't been able to fathom what kind of hypnotic influence "Dad" Coddington, of the Denver District, uses when he exerts himself to sell a prospective buyer. All we know is, none of his men get away from him without a BOWSER product of some kind. Let's have the secret, Dad.

J. A. Greason joined the Bowser ranks about two weeks ago and his first day's work netted a 63—not at all bad for a beginner. Mr. Greason is a comer. Watch him.

J. H. Mullen, a new Bowser recruit of Muskegan, Mich., demonstrated that "it could be done" by selling a 3 bbl. Cut 1 his first day in the territory. Mr. Mullen believes in the theory that every store is incomplete without the proper storage for kerosene.



BOWSER FLOAT IN LIBERTY LOAN PARADE

YOUTH

Youth is not a time of life; it is a state of mind. It is not a matter of ripe cheeks, red lips, and supple knees; it is a temper of the will, a quality of the imagination, a vigor of the emotions. It is the freshness of the deep springs of life.

Youth means a temperamental predominance of courage over timidity, of the appetite of adventure over the love of ease. This often exists in a man of fifty more than in a boy of twenty.

Nobody grows old by merely living a number of years. People grow old only by deserting their ideals.

Years wrinkle the skin; but to give up enthusiasm wrinkles the soul.

Worry, doubt, self-distrust, fear, and despair—these are the long, long years that bow the heart and turn the spirit back to dust.

Whether sixty or sixteen, there is in every human being's heart the lure of wonder, the sweet amazement at the stars,

and at starlike things and thoughts, the undaunted challenge of events, the unflinching childlike appetite for what next, and the joy of the game of living.

You are as young as your faith, as old as your doubt; as young as your self-confidence, as old as your fear; as young as your hope, as old as your despair.

In the central place of your heart is an evergreen tree, its name is love. So long as it flourishes you are young. When it dies, you are old.

In the central place of your heart there is a wireless station. So long as it receives messages of beauty, hope, cheer, grandeur, courage, and power from the earth, from men and women, and from the Infinite, so long are you young.

When the wires are down, and all the central place of your heart is covered with the snows of cynicism and ice of pessimism, then you are growing old, even at twenty, and may God have mercy on your soul.—By Doctor Frank Crane.

Mr. S. G. Adams, of Toronto, one of Mr. Deming's new men, turned in a splendid order this week amounting to one hundred points for standard factory equipment. Oi! Oi!

One of our men called upon a Posey County farmer the other day. The farmer was very wroth.

"I know all I want to know about your Company," he howled. "There must be some mistake," began our man.

"No, no mistake!" announced

the farmer. "I got a letter from your firm yesterday that read, 'Enclosed pump is one of our most popular models.'"

"Well?"

"Well BOWSER didn't trust me enough to enclose the pump."

ARE YOU?

Are you developing your body and brain?

Are you studying human nature every day?

Are you centering your attention upon your prospects as you should?

Are you leading your customers by tact?

Are you increasing the public's general interest in BOWSER EQUIPMENT as you travel from city to city, and from town to town?

Are you inciting your customers with a desire to purchase BOWSER EQUIPMENT?

In other words, are you training for Pacemaker Membership?

"Failure is only a spur to a man to go into the fight and win. If you never have failed, it's an even guess you never have won a high success."—Edmund Cook.

Only three weeks left. Go to it. Make every day count.

Here's thrift. A man advertised in a local paper he would give \$5 for the best specimen potato sent him during a certain period. Fine specimens came in every day until he had eight barrels of choicest potatoes.

The youngest kid of the Ohio Sales Division, J. O. McCracken, is certainly getting business these busy days. "J. O." is feeling so good that he is thinking of buying a new car. He sure gets the business.



A FLOAT IN THE LIBERTY LOAN CAMPAIGN

Mrs. "Bert" Bowser Is At the Helm of Her National While Mrs. H. M. Bowser Is Dimly Visible Taking Care of the Happy Youngsters.

IF ANYONE HAS

Eloped
Left Town
Been Injured
Taken Sick
Bought a Flivver
Joined the Army
Cracked a Joke
Told a fresh Fish Story
Annexed a new pair of specs
WHY—
That's **NEWS**
So Telephone Us
Wait for Us on the corner
Or Write Us a Letter.

We have before us a most enviable record, that of R. A. Dusault, of the Albany District. Mr. Dusault entered our organization on the 16th day of November of 1916 and was elected a Pacemaker on July 9th, 1917. Mr. Dusault is to be congratulated upon his record and one of his latest exploits only emphasizes his ability to make his customers see the dotted line for just the equipment they need. In equipping a factory, recently, he furnished four Cut 115's complete, one Cut 121 and seventeen Cut 172's. We consider this some classy work.

Our friend Bird, of San Francisco, is sure rightly named for he is flying high—sort of overdoing this, doubly cinching his Pacemaker-ship, having already passed the 1,000 mark. Some class to you, E. R.!

Mr. A. S. Bowser, Secretary



of the Bowser Company and son of Mr. S. F. Bowser, our President, is now a member of the United States Army, detailed to the Gas Defense Department, awaiting orders in Washington.

Well prepared by experience in handling orders and transacting Canadian Branch Office business, Mr. J. P. Kelly and A. E. Filteau have taken up sales work in Quebec territory. We wish each of them a large measure of success.

B. F. Sias, our suave politician friend, of Albany District, brought in one for a 1,000-gallon Chief Sentry and Cut 121 complete, netting him thirty-four points.

Our own C. S. Severance, of San Francisco District, is on his way from Hawaiian Islands to visit good old U. S. A. We're standing on the wharf with open arms. Como la va, Senor!

Mr. W. H. Ladd, of the New York Office, is right on his toes. His latest is a fine equipment to help make "Movers" film. Fine work, W. H.!

ATTA BOY!

We of the Home Office welcome into our midst from the Wilds of Canada, our famous 1913 and 1915 Pacemaker, 1914, 1916 and 1917 Director, Monsieur N. Paquette, who is to remain with us in the Fort Wayne Sales territory.



N. Paquette traveled "overland" in his Light Six, and from the story of his six days' encounter with the uneven contours which nature invented, our artist was able to make the reproduced sketch, and our poet was inspired to the following verse:

"Over and under,
Paquette is our wonder!
He's swifter than thunder."
We thank you.

Mr. R. B. Lipes has again taken up our line, and will work out of Minneapolis Office in the southwestern part of Minnesota. Bob is one of the old time Bowser warriors, and it goes without saying that "he's there," when it comes to selling the lines.

The Bowser Boomer

SENDS NEWS FROM OUR
BOYS IN FRANCE

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

H. J. BRADSHAW, Editor

DEVOTED TO THE INTERESTS OF
THE COMPANY AND ITS SALESMEN

Vol XVI DECEMBER 1917 No. 10

EDITORIAL

It is so easy for everyone to want his or her own way, little considering that we have insufficient facts at hand to warrant our taking a stand.

This is exemplified in warfare, where lack of obedience not only causes loss of individual lives but jeopardizes whole battalions.

It is said that it has been found necessary to bring all shipping masters under the direction of the Navy in order that ship captains may be properly disciplined. It is said that sailing vessels and transports have been submarined because some careless person lighted a pipe or opened a port hole to have more ventilation thus revealing lights to lurking submarines, which have followed vessels until daylight and torpedoed them.

It is no different in our every-day activities. Therefore, let us all follow our leaders, for only by being obedient do we develop character to the extent that we, in turn, are able to lead.

Live within your income—you can't live without one.

Read carefully all the "Big Chief" says—its for you.

Doesn't overlook anyone!

Read this:

J. M. Roy, one of our Canadian Pacemakers, has the system, for he recently sold a fine Commercial Outfit and to satisfy his appetite sold each of the two members of the firm a Private Garage Equipment. Some class to this kind of work.



G. GRANGER
Manager of the Paris Office.

G. Lamy, who was engaged in the Paris Office shortly before the war broke out, was killed while serving as infantry lieutenant.

P. Ducret was mobilized and is now invalidated home. At present he is considering a sales territory in the Paris District.

G. Bunau, a prisoner in Germany for over two years, has just returned to Paris where he is now employed as head clerk.

R. L. Granger was mobilized and has been invalidated home. He has been given territory in the Paris District.

J. Jorat is mobilized in a powder-mill in the South of France.

P. Barrot has been mobilized since 1914 and is now employed in a Government Factory.

G. Varay has been mobilized since 1914 and is now employed in a Government Factory.

J. Tillet has been mobilized since the beginning of the war.

BE SINCERE

There seems to prevail in the minds of some salesmen, as evidenced by their actions, that it is necessary to step up behind a customer and by dropping a little salt on him, simply reach out, take hold of him and put him in their order bag. But like the "salt on the tail" story, the average prospect must be approached with all the skill necessary to bag the most wary bird.

We do not believe that any one will question the statement that absolute sincerity is the first essential to salesmanship. The impression conveyed by the first look, spoken word or hand clasp is often the key to further action.

When we approach prospects we must not forget that we are dealing with a more or less successful man and if he is not successful we should not waste our time talking to him, for his account would not pass muster in the Credit Department. It behooves us, therefore, to remember that this prospect is daily making decisions upon which his success depends, and the very fact that he has a credit rating indicates that he is more or less successful in his line. How foolish then for a salesman to resort to subtleties of any kind? This prospect must be approached with statements of fact—statements backed with much information concerning both his own business as well as facts concerning our own equipment.

When our interview is anticipated, as herein before outlined, we will find our conversation fully outlined, creating confidence and permits of a solicitation which can only be unfruitful if perchance the merchant is not in need of our goods.

The boys in Harrisburg are going to show Hal Storr, Manager, that the cup is going to stay with them. Watch.



OUR EQUIPMENT DIRECTLY RESPONSIBLE FOR PROGRESS

Take a look at the two photographs accompanying this write up. Thereon hangs a business story.

In 1915 this Company introduced oil storage equipment into a foreign country where no such equipment had ever been dreamed of before. At that time a tank wagon had to be improvised to carry oil to the outfit, for of course no such necessity was then in existence in that locality.

Today, however, our product is so widely known in that country a fleet of tank wagons similar to the one shown in the photograph (on the right) travel various oil routes day and night to fulfill storage requirements.

On Saturday (note the day) J. C. Ward, of the Minneapolis District, sold two ten-barrel, 12 gauge, "Chief Sentries," one Cut 101 Pump and two Cut 63 equipments. Classy work, J. C.

R. L. Duncan, who has been working under the jurisdiction of the Minneapolis Office, has been transferred to the Tri-State Office.



Mr. I. M. Camden, while being sick and off duty about half of his time, has made the firm resolution to make the Club and as Mr. Camden has made good in every undertaking we are counting on him to come across the line a winner in spite of his handicaps. "I. M." and his brother, "W. S.," attempt the impossible and get away with it. They use their machines until the roads become impassable, then they get into a little buckboard with a good horse and plow through the yellow mud of southern Ohio to get the business. These two gentlemen are real pioneers of the Bowser line among the hills.

C. R. Ross, of the Albany District, rang the bell to the tune of twenty points in the shape of a 101, 41 and 172.

Mr. Ross is making a clean get-away for his '17 Pacemakership. We're with you, C. R.

H. M. Fickler, who has been working as salesman under the jurisdiction of the Toronto Office on a commission basis, has been transferred to the Albany Office, effective October 18, 1917.

C. M. Morgan (a new man in the Dallas District) made a splendid record his first week out. His business consisted of two Red Sentry Equipments, three Cut 52 B's, one Cut 41 and a Cut 63. Welcome, stranger, and success to you.

Some class to the Birthday Party the Memphis Delegation handed to Brown, Manager of the Memphis Office, he of "Goat fame," for his trusty followers—twenty-four in number—each brought a little remembrance to his table in the shape of an order.

J. W. Sealey has taken up road work with this Company. He travels under the jurisdiction of the Atlanta Office at the present time.

F. Browne, of the Harrisburg District, (who by the way isn't far away from the Pacemaker goal) recently sold two two-barrel, Cut 102 Big Chief Outfits for private garages.

W. W. Scruggs, of Memphis, is up with his nose right at the Pace-maker's wire. "W. W." is a new man in the organization this year and has done some classy saleswork.

J. G. Phipps, of Cleveland, is one of the busiest men in the Ohio District. He hardly has time to eat or sleep, his customers are so insistent that he accept business. Mr. Phipps has almost completed his most successful year with the Bowser Company and has wonderful prospects for 1918.

WASTED SALES TALK

A young man in charge of a newly plotted realty tract, upon which the only building was the office of the company, and upon seeing the first person to enter the door, hastily took down the telephone receiver and commenced:

"Yes, sir, I think we can agree on those terms. Thirty lots in one parcel and twenty in another. Yes, sir, the price is satisfactory—\$30,000.00 at the transfer and the remainder in sixty days. Did you say I could meet you in the morning at nine o'clock and receive your check for \$10,000.00 as the initial payment? Very well, sir."

Hanging up the receiver, this busy person turned to the man who had entered the office.

"Is there anything I can do for you, sir?"

"Naw, not a thing," returned the visitor, "I have just come to connect up yer telephone, that's all."

Watch W. J. Bates, who is under full head of steam and going like a race horse towards the finish line and we are sure that he will be a Pacemaker before the year has closed. He has been sending in a splendid amount of business.

B. C. Sargent recently drove eighty-five miles to his territory and secured an order for a 52-B outfit. That same week he sold four lubricating equipments. A splendid record for a new man. That he belongs to the Dallas District may have somewhat to do with his accomplishments.



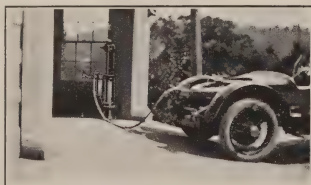
OUR OWN "SOJER" BOYS

The Bowser Military Club Sure Did Make a Fine Appearance in the Liberty Loan Parade.



The photographs of the garage of Mr. J. French Miller, of Southern Pennsylvania, show a fine Cut 41 complete installation.

This illustrates one of the most convenient locations for the gasoline equipment, as it is possible to fill a car even though one is already in the garage. Mr. Hartgen, of the Harrisburg Office, made the installation.



G. C. Auer, who joined Brown's Memphis Hustlers in September, is showing some speed—Watch him for an early 1918 Pacemaker.

G. W. Elliott added several points to his record with two fine Private Garage orders and a Cut 52B. That Albany bunch sure know how to get the biz.

"Look here, son!" reproved a representative in the Home Office. "Brush your hair back so you will look tidy when you meet Mr. Bowser."

Son appeared downcast. To appease him father remarked:

"Cheer up, someday you'll be as bald as I am; then you won't have to bother about combing your hair."

"When that time comes," announced Charles, "I'll have altogether too darned much face to keep clean to suit me."

J. E. Homsher, who has been doing fine work as a special salesman in our Michigan territory, took a jaunt into one of A. W. Dorsch's "bad" territories the other day and brought home the bacon to the tune of one hundred and thirteen points. This experience proves that "There ain't no sech animal" as "bad" territory.

Good work, Joe!

Alfred Perseverence Chapman, of New York, is the way we would spell it—and just to prove that he deserves it, out he goes on his twenty-seventh visit and brings home a dandy order, advancing him 20 points. Keep it up, Old Man!

"Sincerity of purpose, action or speech is a virtue. Your words convey these qualities only in the degree in which you make them a part of your make-up. Avoid exaggeration in demonstration or conversation."—W. D. Alleman.

Wm. E. Kercheval has become one of our St. Louis Salesmen. Best wishes, Mr. Kercheval.

L. L. BROWN

Mr. L. L. Brown, of Dallas, is one of the latest gentleman qualifying as a Pacemaker, electing himself to that honor on the 19th of October. Congratulations, L. L.



J. J. CLINE

The seventh of November was the day Mr. J. J. Cline, of Atlanta, pushed under the wire and became a real Pacemaker. Mr. Cline has before been a Pacemaker—1914.



F. H. LOWE

Our records show that on January 22nd, 1917, Mr. Lowe, of Harrisburg, first picked up a Bowser grip and on the 9th of November he joined the crowd of Pacemakers. Fine work "F. H.," very fine. Keep it up.



P. J. SOMERS

We welcome Mr. P. J. Somers, of San Francisco as a Pacemaker, elected on the 31st of October. Good for "P. J."

PHOTOGRAPH
DELAYED

A. McINTOSH

Mr. A. McIntosh, of Toronto—he of "short term" fame—has passed under the wire a Pacemaker, being elected on November 8th. We welcome you into our Pacemaker midst, Mr. McIntosh.



W. E. GROOMS

We are very pleased to note that on October 31st Mr. W. E. Grooms, of St. Louis, qualified as a Pacemaker. Glad to see you, "W. E."



Ohio wishes to present S. H. Wheelhouse as a new member of their selling organization. Mr. Wheelhouse has just joined the firm and is now acquainting himself with the line and his block of territory.

**KEROSENE-LUBRICATING
BUSINESS**

To sell Kerosene and Lubricating Equipment it is necessary to have more than the desire. A definite plan of procedure must be outlined.

In the sale of gasoline equipment it is generally necessary only to know that the prospect is either selling gasoline or interested in it, and knowing this, it only requires a little extra "pep" to push him to the dotted line. In selling kerosene and lubricating equipment, however, quite another line of attack is necessary. First, and positively foremost, it is necessary to carry a model—for a model is one of the most interesting devices in the world. Everyone likes to see it work—old and young—rich and poor—and by its use you can focus attention upon your subject.

The time may have been when we sold 19's and 63's because they were pretty, or eliminated odors, or prevented spillage, which of course are waste, but

the time is now present when we can sell them because they are money makers—because you can take out your pencil (you should always use one when selling equipment) and figure out to your prospect the possibilities of this character of business. When you remind a prospect that the profit on a single additional sale of a quart of oil a day pays him \$32.55 a year in profit, and put it down in black and white before him, you have really set his thought to working in your direction.

There is no subject upon which so much can be said or figures presented that show such returns as this, but it is necessary for you to fill your mind with facts concerning it that you may face a man with such confidence that he will see it your way. It is no hold-up game to sell 63's or 64's—it is a most profitable investment for any one who sells or intends to sell lubricating oils. "Brush up on it and go to it."

One of the latest coups, Mr. O'Brien, of St. Louis, has pulled off is an F. C. W. O. netting him thirty-three points and including a 241 pump, a 10-barrel 101 and a 10-barrel 105—and most of it was sold on a Saturday—and then to top it off, he is top notcher on the St. Louis "Home Stretch" Lubricating Contest. Some finished salesman is this son of Erin. Whoopee! for D. W.

Columbia, Tenn.,
November 7, 1917.

Sec. Pacemakers' Club,
Fort Wayne, Ind.

Dear Sir:

Accept our thanks for the nice flowers delivered to Mr. Moore on November 6th. Mr. Moore is improving very slowly and it will be some time yet before he is able to leave the Hospital.

Again thanking you, I remain,

Very truly yours,
MRS. D. MOORE.

Temperature approximately absolute zero holds no terror for our Pace-maker, J. W. Hagerty, of the Canadian Office, for right out of the snow banks of Alberta he picks a garage order, netting him 14 points.

L. B. Gilbertson, a San Francisco '16 Pacemaker and mighty near the '17 goal, has proven that Kerosene Equipment can be sold, and during the last month nearly made it a baker's dozen. No use talking, you can't hold 'em down when they get started.

C. O. Hottel, one of Dean Johnson's "regular" Pace-makers, cast the final vote, electing him a '17 Pace-maker, in the shape of a 34-point Dry Cleaning Order—sort of "double tabled" the Club, eh?

J. C. Harding Jr., for the second time this year was top notcher in the San Francisco Monthly Lubricating Contest. This sort of "all time" work no doubt contributes largely to his regular and annual entrance into the Pace-makers' Club.

WHY

Of late Carlos J. Rhode has been exceeding all his past Cuban sales records. Inquiry into this excellent state of his business affairs reveals the interesting news that R. G. Shulze, our Export Sales Manager, has promised Mr. Rhode a trip to Fort Wayne this year if his sales reach a certain total.



CARLOS J. RHODE

Suffice it to say "they're gonna," because Mr. Rhode has made up his mind to make 'em.



A STRING OF CONFIRMATIONS

No question about these "fish tales" being true. Like "figgers," cameras don't lie.

Now this isn't an inference that W. M. Mann, our Albany District Manager, (the gentleman photographed on the right in the accompanying picture) does lie, when it comes to reciting his own fish stories. Neither is it an insinuation against the integrity of our C. R. Eggleston, Director of the Albany District. (C. R., of course, is the gentleman on the left of our photograph—he has to be as Mr. Mann is the only other gentleman in the focus.)

For the edification of and to excite the envy of the rest of you salesmen anglers—the fish hanging from the bending string in the picture are ALL black bass. They were taken from Lake Ontario.

Mr. E. L. Veirs, of the San Francisco District, took a running broad jump this month—100 points. Some Speed!

H. E. Morgan is always fighting for his share of business in the Los Angeles District, and persistent effort is bringing its reward.

S. F. Taylor, of the Albany Office, sold no less than five Cut 750 Pipe Line Measures late this month.

C. M. FREDERICKS

Young, but "Oh, My!" Don't know whether his recent trip to the factory or stop-off at Chicago gave him the pep, but he sent in around 40 points of business four days later. Right up in the Ozarks, too—Must be some bracing atmosphere, "C. M."

There is no success without loyalty. The man who is disloyal to his superior, to his profession, or to his country, is disloyal to himself and to all that is good in him.—Col. George W. Goethals.

SAVED MONEY IS Time Redeemed

A lad earning thirty-five dollars a month, saving in a year sixty dollars, catches in a noose of gold nearly two months of his spent youth.

SAVED MONEY IS Dreams Come True

A man who has persevered during his maturity and economized, builds eventually the air castle he visioned as a boy.

SAVED MONEY IS Protection against the rigors of life

SAVED MONEY IS Another Definition of Happiness, of Security, of Power.

SEEING SUPERIORS THRU INFERIOR EYES

"The tendency to make our own ideas the standards, and our own characters the normal types, of soundness and strength is both general and deep. Most of us are probably unaware of the extent to which we unconsciously flatter ourselves by giving prominence to our particular way of meeting events and dealing with them. Absolute honesty with ourselves is a very rare virtue; most of us shield ourselves from clear, uncompromising, relentless truth. It is sometimes both pathetic and amusing to hear the entirely unconscious expressions of conceit which come from the lips of those who have no thought of betraying their own self-satisfaction. This vein of conceit runs, as a rule, through all our comment upon other people, particularly our superiors. As we sagely reflect on their habits, manners and characteristics, we continually pay inferential compliments to ourselves. If a salesman says of a sales manager that he has great tact and skill in dealing with people, that he avoids collisions and secures his ends by pervading friendliness and courtesy, he is quite likely to add, 'I can't do things that way. I have to speak out and let people know precisely what I think'; the inference being, of course, that there is a kind of heroic truthfulness in him which his superior lacks. It is suggestive to note that the man who lays this particular balm to his heart is very often the kind of man who is always stirring up useless and foolish animosity by lack of courtesy and consideration. The salesman who delights to call himself plain and blunt is often called by his customers discourteous and rude; and his clients are very often sound in their judgment. The possession of tact

does not imply the faintest touch of insincerity, and the man who 'always speaks his mind' is often very offensive, without possessing any superior sense of truthfulness. A very emotional person is likely to credit himself with unusual sensitiveness, when he may be conspicuously lacking in that somewhat unusual quality; and a very calm person is prone to speak of his feelings as quiet but deep. Thus we fall into the habit of flattering ourselves at the expense of those who differ from us, and we need to set a watch upon ourselves. A trained ear will detect a false note in the voice.

"Salesmanship."



Our silver-tongued orator, Thomas H. Rhodes, of Toronto, is right after one of Uncle Samuel's 3½ per centers to be distributed to the Pacemakers on January 1st. His latest effort resulted in advancing him 51 points towards that goal. We're pulling for you, Rhodes!

READ EVERY WORD OF THIS—IF—

You Really Want to Sell More Kerosene Equipment.

"Kerosene Outfits can be sold in the Fall and Winter months as well as during the Spring and Summer. If the Kerosene Line is worked—**ACTUALLY WORKED**—there is no reason why each salesman belonging to the S. F. BOWSER organization cannot sell at least one Kerosene Outfit a week.

"Take hold of this line. Sell Yourself on it. Don't pass right by Mr. Grocer's door without

a thought of his need for Kerosene Equipment. Slow down in your mad rush to spot the Red and Chief Sentry prospects throughout the country just long enough to write up business on our Kerosene Outfits.

"During the year of 1915, when I was sent into the Southwest, I sold 110 Kerosene Outfits. WHY? Simply because **there were no garages or automobiles** in the territory I was working. I had to sell Kerosene equipment or starve. And I didn't want to starve.

"The following year the natives in my section began to buy 'Tin Henries.' What was the outcome? Well, I would fly by the groceryman's place of business to find some fellow I had heard was putting in a garage. I sometimes sold the garage men. However, if I had spent another two hours in the town, the chances are I would have sold a Kerosene Outfit or two.

"My Kerosene business dropped from 110 sales in 1915 to an infinitesimal (get that word) number in 1916. And it certainly was no one's fault but my own. 'Flivvers' were the cause of my downfall as a Kerosene salesman. If I had been smart I would have sold BOTH LINES.

"Now concerning the way I used to get away with Kerosene signatures on the dotted line. FIRST I called my buyer's attention to the saving our equipment would bring him. THEN I'd get out my model. Right away he was ten per cent sold on the proposition. NEVER TRY TO SELL A KEROSENE EQUIPMENT WITHOUT A MODEL!

"Casually I would get from him the amount of oil he sold per month. Then I would take his measure and show him by weighing it that he was actually

giving away from four to ten ounces of oil on every gallon he sold. (Coal oil weighs 6 pounds, 6½ ounces to the gallon.) Then I would show him how many gallons he lost a year—and how many good, round, shining, silver dollars slipped away from him. I also showed him how Kerosene evaporates when exposed to the air. At the rate of 7.2% per year if he handles a barrel a week his evaporation would amount to about 206 gallons of oil and cost him at least a total loss of \$20.60.

"Next, well on my way, I'd show the percentage of loss resulting from spillage, overmeasure, time, etc. When my pencil stopped adding and multiplying from sheer exhaustion I had shown my prospect beyond a doubt that a BOWSER KEROSENE EQUIPMENT would save him from two to three cents on every gallon of oil he sold. THIS WOULD MEAN A GAIN OF \$85.80 for him in a year's time.

"What better investment could my merchant want?

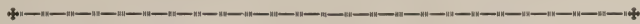
"To clinch the argument I always wound up with a talk on the convenience my man would enjoy, the cleanliness the equipment would mean to him, the lessening of the fire hazard, etc.

"Just try this line of talk on the next groceryman you find located between the depot and the first garage. Work your little old pencil around the situation—and see what happens to your commissions.

"And keep off of all generalities.

"Be specific—stick to facts."
—From a sales letter addressed to Dallas salesmen.

Mr. A. Swaim, of Memphis, who enlisted in the Bowser Army on the first of September, is fast coming to the front. That Kentucky Blue Grass must be great feed—Kentucky thoroughbreds, you know.



BE A LUBRICATIONIST

All salesmen are inclined to give the most attention to the items of their stock which to them are most attractive. Some business men are so set in their ideas concerning merchandise that they overlook the importance of listening to advice from salesmen and customers alike, and when they fail to receive the proportion of business in their territory to which they feel themselves entitled, they dismiss it with a casual "Business is bad."

Our lubricating line is much neglected by some salesmen because of their attitude towards the outfits especially designed to meet the needs of all handling oil.

The time is not long past that merchants generally felt much the same way about gasoline

equipment—and today we are surprised to hear of any one handling this commodity without a measuring device of some kind.

Strange as it may seem, the merchants are using measuring devices to safeguard a relatively small profit—1 to 4 cents on a 25c to 30c per gallon cost, and if it is good business to protect this margin, is it not much better business to safeguard a profit of 20 to 25c on a cost of 40c to 50c per gallon, as is the case in lubricating oil. The possibilities are large and the surface has hardly been scratched.

Devote a little sales talk to each gasoline prospect and you will be surprised how rapidly you will raise your percentage of sales on **Lubricating Equipment.**

District Office Standing in Lubricating Contest, Nov. 28, 1917

- | | | |
|------------------|----------------|----------------|
| 1. ST. LOUIS | 6. TORONTO | 11. INDIANA |
| 2. DALLAS | 7. CHICAGO | 12. ALBANY |
| 3. SAN FRANCISCO | 8. OHIO | 13. NEW YORK |
| 4. DENVER | 9. MEMPHIS | 14. ATLANTA |
| 5. HARRISBURG | 10. WASHINGTON | 15. MICHIGAN |
| | | 16. LOUISVILLE |



SOME HUNTERS, THESE!

Some quartet this—A. W. Dorsch, Fort Wayne; Tom Potts, the Smiling Gentleman from Cleveland; Roy Walker, Ohio Manager; "Bill" Alleman, Assistant of Ohio District—who hid themselves to Chapman Lake for a fishing trip.

Our information only shows that they returned with a much "be-shotted" Lily pad—Roy swears it was a "duck."

It is interesting to note the many changes which indicate the rapid advancement of S. F. Bowser & Company are making—hardly a day passes that some department is not moved or enlarged or re-arranged—all these are signs of development—not only business generally, but individuals who participate in them are on their toes to see new avenues of progress and take advantage of them.

J. W. Sealey, a brand new recruit in Carpenter's Orange Growers' League, brought in thirty-one points within thirty days after picking up his Bowser Grip—Fine Work, "J. W."

E. S. Stetzel, of Memphis, entered the Bowser Sales Organization in September and has already developed a Pacemaker Stride. We're expecting big things from Mr. Stetzel.

WHO AM I?

I am the foundation of all business.

I am the fount of all prosperity.

I am the parent of genius.

I am the salt that gives life its savor.

I have laid the foundation of every fortune in America, from Rockefeller's down.

I must be loved before I can bestow my greatest blessings, and achieve my greatest ends. Loved, I make life sweet and purposeful and fruitful.

I can do more to advance a man than his own parents, be they ever so rich.

Fools hate me.

Wise men love me.

I am represented in every loaf of bread that comes from the oven; in every train that crosses the continent; in every ship that steams over the ocean; in every newspaper that comes from the press. I am the mother of democracy.

Who am ?

What am I?

I AM WORK

—Clipped from "Motor" in Canada.

Vol. 16 No. 11

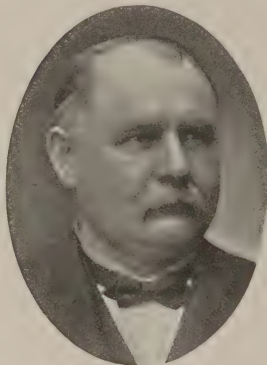
The Bowler Boomer

Christmas 1917



A Christmas Letter From "The Old Man"

Gentlemen: It is my custom at Christmas time to write a letter in reference to the year just passing and the new year coming on, and in so doing at this time, I wish to congratulate all of our salesmen for their good work, and especially the great number of men who made the Pacemaker Club, to each of you I wish to extend my hearty congratulations.



S. F. BOWSER
President

We have had a wonderful year's business, and that in face of great difficulties. You all know that by reason of the great avalanche of business the fore part of the year, which swamped us, we have worked against great odds all the year through, and it is only recently that we have caught up in our shipments and are comfortable in our go-along. You have made this known to the customers who have been very patient, which has helped us out wonderfully. Then our salesmen, almost to the man, have been very patient and helpful in every way, to the best of their ability, and this did truly help a lot. We were doing our utmost, and with the help of the customers and the salesmen, we finally won out, with a loss of but very few orders. For all of this we are very thankful, and we are greatly pleased that we can say now all orders are shipped promptly. This is surely "music" to all of us.

The sales for the year closing will exceed any previous year by something over two million dollars—You'll all be glad to know this, I am sure.

Now as to the present and the future will say that all our men, with whom we have talked about the outlook for business, report the outlook very encouraging. Business today is very satisfactory—the general run of our men are doing a good business, therefore, we are looking forward to a steady go-along. We have bought a very large stock of material so as to go into the first of the new year in good shape for a splendid business.

It is predicted that the war will last for some time yet, and with the enormous amount of money that is being paid out in almost every community, in one way and another, in the interest of the war, and with wheat at more than \$2.00 a bushel, corn at its high price, and potatoes and everything else that the farmer raises, surely money will be plentiful and business exceedingly good; and it is from this viewpoint that we have prepared ourselves to take care of a very strong business, which is now prevailing and will increase after the first of the year.

Now in view of the high prices prevailing, and the high cost of living, I am sure that all our people are deeply gratified that there is every prospect for steady work ahead.

Now a word as to our troubles: When I tell you that the material used in the manufacture of our goods is from two to three times higher than it used to be, you must know that the firm has had a taste of not only the high cost of living, but the high cost on the enormous quantity of material we must purchase for carrying on our business. It has been a great burden to us to adjust ourselves so as not to get "stung" too badly, a thing we have not always avoided, as the advances in prices have been so rapid. But we are doing our level best and have got along fairly well, and I am sure all of our salesmen greatly appreciate this fact.

Now in closing I wish to say that I hope good health and prosperity will prevail with all of us, and with a hearty good wish for a pleasant Christmas and New Year, I beg to remain,

Most sincerely yours,

S. F. BOWSER.

A Letter from the "Big Chief" for the "Boys"

We are approaching the end of the eventful year of 1917 which has in so many ways been a year of trials and new experiences—a year blazing new trails



S. B. BECHTEL
General Manager.

without precedents to guide us—a year which has tried men's souls and has shown the stuff of which men are made. In our business, it has shown the men of strong spirit and dependability and we feel it eminently fitting to express at this time our deep appreciation of their loyal spirit and co-operation.

Because of the abnormal conditions, you, as well as the firm, have been called upon for the exercise of extra efforts to meet the new situations. The firm has had new problems to solve, which it could not foresee, and has labored incessantly to overcome the many difficulties, and you are all fully aware of the results attained. To accomplish this, neither money, time, or effort has been spared. Our facilities have been largely increased by new buildings and machinery and a largely augmented factory and office force, which has meant a vast expenditure of money. In addition to this effort on the part of the firm the loyal, earnest support of the sales force has been a splendid factor. We want to thank each of you for the splendid spirit shown, the loyal and

hearty support given, and we greatly appreciate the faithful help of all who have so loyally "stood by" and, with us, have "come through." With the stress of the year behind us, we can all look back with a feeling of satisfaction and of service well done.

In sales, the year 1917 has surpassed any in the history of the Company, being well over a million and a half dollars in excess of 1916, which was the largest up to this year and exceeding our quota by a good half million. By the first of the year this will all have been shipped except a comparatively small amount scheduled for next year's shipment so that shipments of 1917 will exceed that of any previous year by fully two million dollars which is a record of which we feel we can be justly proud.

We are approaching the New Year with confidence for while none can predict what 1918 will bring forth, still, we feel that the need for conservation of all our national resources places us in a peculiarly good position to render a national service by supplying means for the conservation of gasoline and kerosene through proper storage, by saving lubricating oil through correct storing and handling and by increased oil filtration in all possible places. 1918 should, therefore, offer a splendid opportunity to our sales force for holding and increasing their business.

In the factory, we have largely increased facilities for manufacture and shipment; we have a large stock of materials on hand and contracts made for all additional materials needed; we have a stock of standard goods in the warehouse ready for shipment. By the application of the experience gained in 1917 by both sales and office forces, 1918 should be a thoroughly satisfactory year from the business viewpoint for all.

Our country needs the best efforts of each of us, not needed in other specific lines, in keeping up industry at home so as to furnish supplies and funds and to render aid, sympathy and material assistance to those in the service of our country at home and over seas. We shall try as a firm to do our full part and feel you can be depended upon for yours.

Again, we thank you for your co-operation and help this past year and are depending upon you for your assistance in the business in 1918. We wish you all the compliments of the season and a successful New Year.

Yours sincerely,
S. B. BECHTEL, General Manager.

The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc.

H. J. BRADSHAW, Editor

DEVOTED TO THE INTERESTS OF
THE COMPANY AND ITS SALESMEN

Vol XVI DECEMBER 1917 No. 11

We extend to all, our wishes for a Merry Christmas and may the New Year bring to each a full measure of Peace, Health, Happiness and Prosperity.

Our cover this issue conveys the message the Bowser Organization expresses—a co-ordinated whole,—a factory with production nearly doubled and right on it's toes, an office force anxious and equipped to handle each order expeditiously, a sales force thoroughly organized to carry the Bowser message to the most remote corner of the continent—all of these co-related agencies directed by a capable and interested body of Executives.

THE REAL SUCCESS

The idea that any one can succeed at the expense of some one else is a "done busted fallacy"—and only to the degree in which you serve others can you **really** succeed.

The use of Bowser Equipment is absolutely necessary for the proper handling of volatile liquids and all liquids which are dispensed in predetermined quantities—and when you unfold to your prospect the possibilities of his own business from his own standpoint and finally lead him by the right hand to the dotted line, you are really conferring a favor upon him.

Don't take our word for this, however "Interview" any Bowser User. Ask him if he would do without it. What does he say? He says: "Couldn't get along without it." "Wonder what I did all the time be-

fore I got it." "Saved more every year in time than it costs," and so on, ad finitum!

To you, Bowser Equipment seems dry and commonplace—to you, who have "talked your fool head off"—but to those who have never seen a "Bowser Model" it's fascinating. It's a "hum dinger" of a way to march right into the confidence of the most astute buyer. Command his interest, focus his attention, and your little job of selling is about 50% under way without saying a word. When your prospect's interest has been gained, it's only a matter of **your** being firmly convinced in your own mind concerning Bowser Equipment for you to so visualize his needs that he **must buy**.

What if you don't sell a man every time you call on him. "Constant dripping wears away the stone." Keep at him with good selling points and if your sales talk becomes stale and commonplace—make it bristle with facts, good illustrations, good **selling** arguments, make it so interesting that your listeners will partake of your enthusiasm. No one who needs this kind of equipment can forever resist consistent and persistent facts. Keep it up until he is in the fold of "Bowser Boosters."

This is the **REAL SUCCESS**.

All will be delighted to hear that on December 7th we topped our quota—a 100% perfect score.

It is the hope of the management that a substantial addition will be made to it and with the special attraction of a sales contest on Red and Chief Sentries there is no doubt this will be realized.

It is interesting to note that in the Lubricating contest the maximum number for the year has been reached and it is hoped

a round thousand will be added to this record.

It goes without saying that there are innumerable opportunities for selling this particular kind of equipment and it is a great satisfaction to see how all have taken advantage of them.

ATTENTION TO DETAIL PAYS BIG RETURNS

It is highly important that special attention be given to the systematic working of one's territory, making every effort to interview each merchant or possible user of Bowser Equipment. It is a lamentable fact that this is too often overlooked by salesmen, and yet it is the secret of success for a large number.

The matter of calling time and again where there is only a remote possibility of making a sale is a most discouraging one unless it is done with a clear idea of its possibilities.

Recently one of our salesmen, who has been calling upon a Paint Oil Dealer time and again, always to be put off for some reason or other, in fact, all the stock arguments, one morning went to the dealer to make a purchase, and found him in a frame of mind which led him to believe the gentleman thought he was there to make a sale. Without going into any details of the conversation, the sale of a Lubricating Outfit, netting this salesman forty-five points, was carried away.

How many times do each of us find that we have more nearly made a sale than we realize. We must be wide awake on this subject. Today's call may not net a sale, but today's call will surely pave the way to a sale if properly handled.

Give attention to your detail work—it will pay enormous returns.



W. G. ZAHRT
Assistant General Manager and Treasurer.

As I sit here thinking of the things that should and could be said to you salesmen at this time of the year, when our thoughts are turning to things accomplished—when all has been considered and weighed, the patience with which everyone has borne with us stands out above everything else, and the superiority of the Bowser Sales organization has again been demonstrated.

It is difficult to attempt to express in words what I would like to say—suffice that it is with a deep sense of gratitude to those who have assisted us in keeping an even keel under trying circumstances.

Let us, however, look back upon the past without regret as it has brought us new experiences, taught us new lessons and has therefore served a good purpose.

I trust that the approaching Holidays may be days of Happiness to each and that 1918 will usher into the experience of each much success.

W. G. ZAHRT,
Assistant General Manager
and Treasurer.

E. E. THOMAS

PHOTOGRAPH
DELAYED

An "old timer" with the Bowser organization steps into the limelight for recognition—a Pacemaker on the 3rd of November—Welcome, home, "E. E."

—Welcome, home, "E. E."

J. M. ROY



ing himself on the 19th of November—Fine work, "J. M."

—One more Canadian hustler has lured Dame Fortune his way and for the second time is a Pacemaker, elect-

J. C. LONG

PHOTOGRAPH
DELAYED

We're quite pleased to announce the arrival at the "Pacemaker headquarters" of Mr. Long, of Atlanta—who qualified

also in 1916 for this honor. Congratulations.

THE BOILERMAKER'S DREAM

By G. A. Schust, Engineering Dept.

Last night, when slumber held me bound,
"Steel" things stole to my bed.
I dreamed a bar of "half-inch round"
Married a great, "flanged boiler head."

And all the steel elite were there—
The "Armco's" and the rest;
"Stay Bolt" disliked the wintry air
And was in "Red Lead" dressed.

Miss "Angle" of "unequal leg"
Wore "hoops" and "twelve gauge" laces.
She fell, poor thing, and had to beg
For her "steel channel braces."

The march, led by the "Rivet boys"
"Forged" on with steady "treads"
Until a sound of some strange noise
Made all four lose their "heads."

Four "radius flanges" showed the way
With "blooms" the organ peeled.
The bride, all "lugs" and gay array
Came then in "blue annealed."

Up to the "open hearth" she went
Where "I Beams" met her smile,
And they were "welded" happily
With "acetylene" and style.

The wedding gifts were "shears" and "sheets"
And "pickled" stuff galore;
"Scrap plates" and "plates" of many "heats"
And "jacks" to raise some more.

On "Table Punch" a "soft steel plate"
Grew brave and kissed the bride;
The groom was jealous, and with hate
His wife did roundly chide.

Said she: "He did it—just to 'tees'—
You should not get so mad!"
Said he: "Your actions do not please
Go back, 'Flathead' and live with dad."

Well, he was "galvanized stock" for fair;
Divorce at once he wished.
And so Miss "Boiler Head" was there
Unceremoniously "dished."

Some poet, this Schust—Eh?

STANDING OF FORTY HIGH MEN - DEC. 10, 1917

1 E. L. Milliron.....Harrisburg	21 G. P. StovallWashington
2 W. B. Stamford.....Harrisburg	22 W. B. OfferleHarrisburg
3 W. V. Crandall.....Denver	23 N. MattinglyDenver
4 J. J. Connelly.....Chicago	24 H. T. PurdyAtlanta
5 K. S. Hessenmueller.Harrisburg	25 H. DalgaardNew York
6 R. S. JohnsonNew York	26 G. P. DickeyS. Louis
7 G. W. Scott.....New York	27 B. A. DieflerTri-State
8 R. CoddingtonDenver	28 C. H. KingToronto
9 R. W. JewelDenver	29 W. M. BookerHarrisburg
10 H. A. Vortigern.....Harrisburg	30 R. D. LeonardHarrisburg
11 C. R. EgglestonAlbany	31 E. L. VeirsSan Francisco
12 J. G. PhippsOhio	32 J. F. VonderembseDenver
13 W. A. Armstrong...Fort Wayne	33 R. A. DusaultAlbany
14 F. H. Peepes.....New York	34 F. M. Kennedy...San Francisco
15 A. G. Hartgen.....Harrisburg	35 W. C. SmithSan Francisco
16 N. PaquetteFort Wayne	36 F. H. SullivanDallas
17 E. R. BirdSan Francisco	37 J. M. PriggHarrisburg
18 S. F. TaylorAlbany	38 J. C. HardingSan Francisco
19 C. C. FredericksRailroad	39 J. J. ManningMinneapolis
20 J. T. Gibbons.....Washington	40 A. E. MoffattToronto

DISTRICT OFFICE QUOTA STANDING

49th QUOTA WEEK ENDING DEC. 15, 1917

DIVISION "A"

1. TORONTO - - L. P. Murray, Mgr.
2. ST. LOUIS - - L. E. Porter, Mgr.
3. DALLAS - - - B. L. Prince, Mgr.
4. SAN FRANCISCO D. S. Johnson, Mgr.
5. HARRISBURG - H. C. Storr, Mgr.
6. ALBANY - - - W. M. Mann, Mgr.
7. ATLANTA - H. C. Carpenter, Mgr.
8. CHICAGO { Min'polis R. R. Safford, Mgr.
Tri-State J. W. Burrows, Mgr.
Chicago G. S. Bacon, Atg. Mgr.

DIVISION "B"

1. OHIO - - - I. L. Walker, Mgr.
2. MEMPHIS - - H. W. Brown, Mgr.
3. NEW YORK C. H. Davies, Atg. Mgr.
4. WASHINGTON E. B. French, Mgr.
5. MICHIGAN (Ft. W.) A. W. Dorsch, Mgr.
6. DENVER - - - C. C. Barnet, Mgr.
7. INDIANA (Ft. W.) A. W. Dorsch, Mgr.
8. LOUISVILLE - R. E. Fleming, Mgr.

District Office Standing in Lubricating Contest, Dec., 12, 1917

- | | | |
|------------------|----------------|----------------|
| 1. ST. LOUIS | 6. TORONTO | 11. INDIANA |
| 2. DALLAS | 7. CHICAGO | 12. ALBANY |
| 3. SAN FRANCISCO | 8. OHIO | 13. NEW YORK |
| 4. DENVER | 9. MEMPHIS | 14. ATLANTA |
| 5. HARRISBURG | 10. WASHINGTON | 15. MICHIGAN |
| | | 16. LOUISVILLE |

YOUR MESSAGE

As a salesman of BOWSER equipment you have a message of value for every prospect you meet. Deliver that message with persistence, patience, and force. Get it across in such a manner as to make it DOMINATE the Buyer.

Go beyond generalities. Don't sell anything a customer "thinks" he needs. (How can he judge his requirements? He isn't a specialist in BOWSER &

COMPANY'S line!) But you are—and as one of this firm's representatives you should know just what your prospect needs when you deliver your message to him.

Therefore be specific. Determine exactly what your man ought to buy, not what he "guesses," "believes" or "thinks" he should buy. And then deliver your message accordingly. That's Salesmanship.



E. M. SAVERCOOL
General Sales Manager.

It has been a great year. In business there has been some grief and more joy.

Co-operation and "Square Deal" have been and will continue to be the watch words of the Sales Organization. Let us all work together for greater efficiency; be earnest in our endeavor to serve our Firm and our Customers. If we do this, our own efforts will be fully taken care of. For the great majority of tried, true and dependable men there has been ample reward and there are greater things to look forward to in the future. Men who can be depended upon under the most trying circumstances are the ones who are valued most highly.

On December 22nd we close the sales record for the year 1917—from a sales standpoint, the greatest year in the history of our Company. All quotas have been exceeded, previous sales records out-distanced.

With all sincerity we thank our Managers, Salesmen and our Associates in the office for their co-operation. By team work you have made it possible to close the year with the banner "SUCCESS" floating over the Sales Organization.

At the close of this year's business, I wish you and yours a Splendid, Good Christmas and a Successful and Happy New Year.

E. M. SAVERCOOL.
General Sales Manager.

GRIGGS WALKER

PHOTOGRAPH
DELAYED

Mr. Walker, he of Tarpon fishing fame and a Pacemaker in 1915 and 1916, has again appeared in our Pacemakers'

midst—Welcome!—but how about a new fish story—come across, Griggs.

W. W. SCRUGGS

PHOTOGRAPH
DELAYED

You simply can't keep Tennessee out of the Pacemakers' column and the latest from Brown's squad to qualify is

Mr. Scruggs and on the 20th of November—some class for a "new beginner," we'll say.

A. G. LOCKE



Mr. Locke is the newest Pacemaker in the Albany district November 20. We remember Mr. Locke of Boston, as a

most agreeable gentleman—a visitor at the 1916 Pacemaker convention.

J. O. McCracken



Mr. J. O. McCracken, one of the "youngsters" of I. L. Walker's Ohio District "put it over" on the 30th of November—a

Pacemaker. Of course this is no new experience for "J. O." for he was Director of his District in 1916 and a Pacemaker in 1915.

P. H. LEMEN



P. H. Lemen of Harrisburg, who loves a collie dog a close second to an order for a Bowser equipment, is one of the November Pacemakers—and took it right out of the sand hills of New Jersey—the land of sweet "pertaters", and mosquitos—

Congratulations, "P. H."

J. WARD



We are delighted to announce Mr. Ward of the Minneapolis Office as a Pacemaker on the 1st of November. Mr.

Ward is one of the few who have the honor of having been a member of this Aristocratic Assemblage for the sixth consecutive time.

R. E. ERWIN

We knew "C. C." Barnet would do it—he said so himself—"every man in Denver a Pacemaker"—and on November

PHOTOGRAPH
DELAYED

27th Mr. Erwin (who made a late start) cast the deciding vote and made it unanimous.

Of course we congratulate Mr. Erwin—we believe anyone, who becomes a Pacemaker, deserves it for it means hard work—but we congratulate Mr. Barnet for having such a bunch of "Hustlers." Too bad, Barnet, you can't have a "peerade" in Bowser Town this year to show them off!

J. C. WHITE

Another Southern gentleman from the Cotton belt of the Dallas office—he of the flowery tongue and winning way,

is an arrival on the Pacemaker "special"—November 13th—This is the third offense for "J. C."



H. W. OATTIS

Mr. Oattis of Atlanta, probably enjoyed the festivities extended to the Pacemakers last year for here he comes on the run—a Pacemaker on the 21st of November—Welcome to the festive board, "H. W."



W. S. ROW

A real "live wir-ish" individual is the brand new Pacemaker from Memphis—making his finish on the 19th of

PHOTOGRAPH
DELAYED

November.

C. R. ROSS



Another recruit from the Albany to take up the responsibilities of "Pacemaker-ship" is Mr. Ross. Welcome into the

fold, "C. R."

W. SNAPP



—from "Missouri"—the St. Louis office this gentleman has done the showing. On the birthday of the Father of

His Country, 1917, he first decided to invade the wilds of Nebraska and on the 15th of November became a Pacemaker. Good work.

O. P. HARRISON

Mr. Harrison of Atlanta, is one of "Clint" Carpenter's "buds" planted in his Pacemaker garden in February. In December he blossomed into a full-fledged Pacemaker—Congratulations, "O. P."

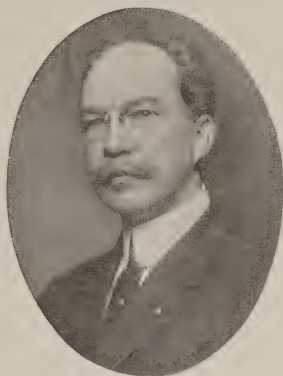


J. S. CARRINGTON

Mr. Carrington is one of the new Pacemakers from the Washington Office, "arriving" on October 30th.

Mr. Carrington sort of has the "habit" for he was a guest of the Company as a Pacemaker in 1913, 1914, and 1916. Classy work this, "J. S."





Merry Christmas to Everybody

"Brad" says "A Christmas message, please, for all the 'Boys.'"

What better sentiment can one write that will meet every condition and find a readier response in the mind of every Bowser associate, after a year of strenuous effort in which each one has had his victories and perhaps some disappointments, than to express the thought that these varying fortunes have been shared by all who know of the year's endeavors; and, in the spirit of the season, say in the words of that lovable little character in Dickens' "Christmas Carol"—Tiny Tim—"God bless us—every one."

D. A. COREY,
Executive Engineer.

R. C. CHATHAM



Mr. Chatham is the 16th member of the Dallas office to join the P a c e m a k e r s' Club, on the 2nd of November—this is a

second offense for "R. C."

W. S. Camden of Ohio was the first man in his district to respond to the "G. S. M.s" call for a special drive on Big Chiefs and Red Sentries in the shape of a 1000 gal. 102. Fine biz, W. S.

Self analysis pays—It is well to each of us to ask himself, "How am I employing my time? Is it spent in profitable effort, or is it being recklessly squandered?"

H. C. STORR,
Manager Harrisburg District.

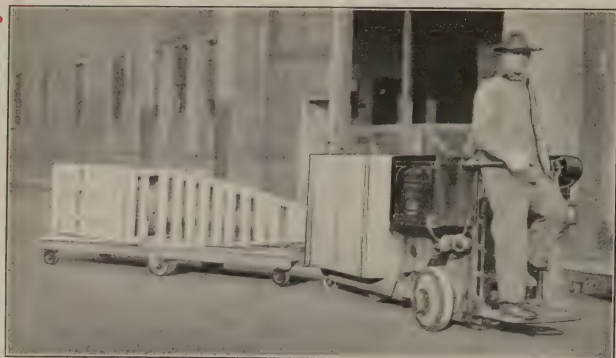
One of our boys dilated the other day for four hours on the marvels of a BOWSER pump he was struggling to sell.

"Now the price covers everything?" finally asked the purchaser.

"Yes—er—that is I should say no," began the weary salesman. "The lamp attachment is extra."

"The lamp attachment EXTRA!" shouted the customer. "Why that is shown here in the very illustration you quoted me prices from!"

"Yes, and so is the beautiful lady sitting in the automobile which is being filled with gasoline from a BOWSER equipment shown, but," raved the exhausted man, "My Company doesn't give that lady nor that automobile away with the type of equipment I priced for you."



"ROVER" AND "FIDO"



Here are photographs of two new electric trucks used for hauling finished Bowser equipment from the Factory to the Warehouse. The work carried by our monorail this fall was altogether too heavy for that aeropcar, so the compassionate little trucks have been "helping out."

These trucks have been affectionately dubbed "Rover" and "Fido."

BE ALERT

It seems opportune at this time to review briefly World Affairs in so far as they bear upon our own.

We are at War—and War is a serious business. It demands alertness on the part of all. Our activities must be directed with the sole point of winning the war. Still all cannot nor need not take up a gun and go to the front, but each has a part in the great Army of Democracy, and only in the degree to which we realize our obligations can we do the best for all concerned.

We cannot all be Leaders—there must be a directing center from which orders must be given—some must be in the ranks.

A striking example of the submergence of personal pride and effacement is found in the Armies of France and England, where wealthy men—directors of the destinies of thousands in civic life—are serving as chauffeurs and other positions which carry no title.

We, the Stay-at-Homes, have specific duties to perform. We must assist in the conservation of the resources of this nation and its allies. It is quite important that we keep our thoughts straight in the matter and not allow some dyspeptic editor to lead us to believe we are going to the "Bow-wows."

Never has there been so much money in circulation as today, and this will continue during and after the cessation of hos-

tilities. There is an apparent shortage of materials of several kinds. There is some talk of a gasoline shortage but the information at our hands leads us to believe it is artificial.

You will meet men every day who are determined to be pessimistic—who, in the face of facts to the contrary, would persist in their opinions. Leave them in their misery—hunt the live, wide-awake ones who are always looking for a chance to advance themselves. Inform yourselves from authoritative sources of views of world affairs and you will be enabled to talk convincingly and intelligently, and derive therefrom an optimism that will help all with whom you come in contact.

"Here lies the body
Of William Jay,
Who died maintaining
His right of way.
He was right
As he sped along,
But he's just as dead
As if he'd been wrong."

Many a salesman in having his own way about selling goods has wondered why he has "met up" with disaster. Better steer clear from this frame of mind.

Karl Hessen—we can't remember the way he spells the end of it for all we know about him is "just Hess," paused in his mad rush for Chief Sentries to assist in the celebration given in honor of the 50th anniversary of the wedding of his Father and Mother, held at Cleveland, Dec. 4th.

We wish to add our best wishes for their future happiness.

Mr. M. F. Griggs, of the Tri-State Office, a new Bowser salesman, made an enviable record for himself in November, or, as Barnett of Denver puts it, he has developed a well defined case of "Keromania" and "Lubmania," for while his business shows nearly a sale a day, nineteen of them were for either Kerosene or Lubricating equipment. We can all take lessons from such work as this. More power to you, Mr. Griggs!



L. P. MURRAY
Canadian Manager

Our year's work is nearly over and there is before us a period of rest and recreation until we take up work in the new year ahead of us.

Let us devote the intervening time not wholly to selfish pleasures but, as we have opportunity, doing for those who are offering their all that we may enjoy "Life, Liberty and the pursuit of Happiness."

Let us each plan what we will do for them in the coming year, realizing that in this time above all others man can not live unto himself alone.

In order that these plans may bear tangible fruition, let us without fail be on the job January First prepared to carry out a definite working program, that will enable us a year hence to look back upon 1918 as a distinct advance over 1917 in good accomplished—for those "over-seas"—for the company and for ourselves.

We cannot do this except we work more carefully for it is steady concentration that is the road to success.

With best wishes of the season to all, I am

Yours sincerely,

L. P. MURRAY,
Canadian Manager.

We are in receipt of the following from Toronto:

"Mr. A. T. Voehl left the Toronto Office on November 17th for Philadelphia to take up sales work under that office and the employees of the Toronto Office presented him with an umbrella to protect him from the storms he will have to face on the other side of the line—also a fountain pen with which to write orders."

Don't let them josh you, "A. T.," when you reach the City of Brother-

ly Love you'll be so busy rushing 'em in, little things like storms won't worry you. By the way, did they furnish you extra ink to re-fill the fountain pen?

Congratulations to C. M. Hunter, of Atlanta, on the arrival of a **brand new Pacemaker** (he weighs 7 pounds) and he is advised by his Manager, Clint Carpenter, that it's up to him to make the Pacemaker Club twice next year. Well, what's eatin' you? That's pie for "C M."

We would like to have the recipe for the dope that Lou Porter uses to put the "go fast" into his salesmen on lubricating business. Here is his latest: D. W. O'Brien was sent in on a cancellation of a Cut 172. Was he discouraged? Is a lion afraid of a goat? Well I guess not! And in he sails and out he comes with an order for 5 Cut 63's. Gee! Lou, pass it on.

Wallie Armstrong was a visitor at the factory last week.



R. S. COLWELL
Eastern Manager

Boys, the Christmas Season is here. That means your work for the year is finished.

The Company deeply appreciates the loyalty and spirit of co-operation you have shown in your sales work. We also appreciate that business conditions, while exceptionally good this year, have been clogged by a lack of materials, and by bad shipping facilities. Your patience is valued at its full worth. Not once have you faltered in your efforts to live up to the best that was in you. Thank you.

Now about Christmas. You all deserve to be as Happy as the famed day is supposed to make everyone. As for the New Year, I wish you each the very best of success.

Sincerely,

R. S. COLWELL,
Eastern Manager.

A Bowser representative found himself in a small hotel shut in by a deluge of rain.

"Looks like the flood," he remarked to the waitress at his elbow.

"Like what, sir?" asked the girl.

"The flood," said the salesman, "you know the wash out that got Noah."

"Sorry," returned the girl, "but I haven't read any of the papers for a week."

Mr. D. I. Petts, of Albany, a 1916 Pacemaker and right up close to the line for '17, advanced himself materially last week by bringing in an order for 15 Cut 52B's. Sort o' seems as though this lubricating enthusiasm was permeating the entire organization. Well!—let 'er come, we'll take care of it.

"12/16/17. One sale \$341.00.

"I'm doing my darndest to help pull Atlanta out of the cellar."

This is copied from the daily report of W. H. Trammel and it is the sort of optimism that will do it, too!

N. A. Ring is some popular "gent" as is evidenced by a clipping at hand from a Bangor paper. We can't print it all for Ring has evidently subsidized the editorial staff for he is spoken of therein as "A prominent official of the well known Bowser Co."

He with his boon companions, W. M. Mann, Manager of the Albany Office; M. D. Keefe and Walter Eastman, of "Bosting," spent a few days at the cottage of Charles M. Schwab at Unculus stream, Maine.

Come across, Ring, with a "jerk of Venison" for the "Boomer."



T. D. KINGSLEY
Manager Mid-Western Sales Dept.

The year of 1917 is over.

A slow backward glance shows many a good fight won and many opportunities grasped at exactly the correct instant.

This checking up of successes and blunders, properly done, will enable you to map out your whole next year's campaign in general. Pick out and analyze, therefore your particular weakness and your particular strength. Resolve to do away with whatever traits are holding you back, and determine to improve with each new sale. It might be well for you to make a special point of selling ALL THE BOWSER LINE, too.

Success!

T. D. KINGSLEY,
Manager Mid-Western Sales
Department.

AT THIS MOMENT ONE OF TWO THINGS IS TRUE—

Either you have run out of prospects and are running around, as Lou Porter says, "Like a chicken with its head off," showing lots of action without getting anywhere, **or**, you have so many of them that you don't know which way to go.

It is not difficult to decide the necessary steps in the second case—just work.

In the first case you are not

going to quit. Well I should say not. You're going to jump into your little buzz cart, throw her in high, give her the gas and go to it! What if you haven't a single prospect in your whole territory? What if it does look as dry as the Sahara and as uninviting as a cactus bush? What if everything does look dark and dismal? **You know** that every man in your territory selling lubricating oil needs a 63. **You know** that kerosene can only be sold profitably with a Cut 19, and

you're going out to tackle the very first merchant you come to—you're going to make such a "center rush" play with your sales arguments—statements of fact—that you'll have him a "quarter back" towards the dotted line of your order book before you know it.

Give Old Pessimism such a punch in the ribs he'll take the count. You are not going to let any merchant **sell you** his ideas on storage. **You know best**—bring it to his attention logic-

Continued on page 142



D. S. JOHNSON
Western Manager

It seems proper at this time that we hesitate long enough to take an inventory of the past year—of the circumstances in which we have failed to live up to our obligations as well as of the successes which have advanced us.

The Race for Pacemakership will have been run before all read these lines, and to those obtaining the necessary 500 points to qualify no one need add their approval—the arrival at that goal is its own compensation; but to those who fell a little low we say, take a firmer hold next year. Look over your sales armament more carefully—plan your campaign more thoroughly, prepare for the pitfalls which may have caused your undoing and, when 1918 will have nailed its record on the Wall of Time you will need have no fear but that it will meet with your approval.

This takes the best there is in any man—the use of all his faculties—the preservation of his physical and moral fibre.

The realization of a duty well done carries with it greater satisfaction than any financial remuneration.

I take this occasion to extend to all my best wishes for a Merry Christmas and a Happy and Prosperous New Year.

D. S. JOHNSON,
Western Manager.

ally, practically. Use your model.

You're going to push the throttle so low and make so much headway that before you know it, you will pump into each one, good substantial reasons for the need of Bowser Equipment. Don't waste time on generalities and you must win.

THE TELEPHONE SALESMAN

He knew he was a clever cuss;
Besides—you know, the rain
Really made it impossible
For him to catch his train.

So he called up on Long Distance,
Got his prospect on the wire—
And he talked an hour re: BOW-
SER
And was out telephone hire.

Le Envoi.

We're none of us Word-Painters
Of the BOWSER One-O-Two.
We can't describe perfection
In the way we ought to do.

We've got to show our model,
Look our prospects in the eye.
Show them tangible reasons
That really make 'em buy.

Are You a Thinker?

Of course you are "a thinker" as generally considered—for every activity must be preceded by a thought—but do you endeavor to analyze every situation in which you find yourself—wonder what caused it, and to what it will lead?

Do you find yourself analyzing what men mean by what they say?

Do you realize that behind the commonplace statement of a merchant, "I don't need it" or "Can't afford it," there is generally a positive realization of the need of your product?

Do you always consider in your approach the necessity of so presenting your subject that you eliminate the possibility of your prospect finding it necessary to defend himself?

Positive statements of fact are much better sales approaches than questions. A statement of the desirability of doing away with needless going up and down the length of a room to get kerosene is much better than the question, "Don't you need a Kerosene Tank?" A familiarity with the needs of a merchant is prerequisite to the intelligent sale of your product.

Think! Isn't what you have just read **true**?

A standard dictionary defines "think" in several ways, with different shades of the same meaning:

Think:—"To review in mind"

"To conceive of as a thing possible or probable"

"To hold as an opinion or believe"

"To exercise the mind actively in any way"

"To recall anything to mind," etc.

Therefore, thinking, as it applies to the direct exercise of our mental faculties, is only indulged in to the degree that we take **into** our thought ideas, examine them in the light of experience and evolve from them some definite mode of procedure.

As applied to salesmanship, thinking means to be thoroughly familiar with various types of buyers—opinionated—shrewd—argumentative, etc., and be so thoroughly familiar with the mental gymnastics in which any particular sort of a person indulges that we are able to foresee and forearm ourselves, in a word, to so conduct ourselves as to be able to present our sales talk with the least amount of antagonism.

This certainly is thinking in the most careful analysis of the word. It does not imply any sorcerer's or soothsayer's methods to enable us to mentally steal upon our prospect—far from it—but it does enable us, however, to eliminate a large amount of superfluous arguments, which, if indulged in indiscriminately, legislate against our prosperity.

We should be as anxious to think over the reasons for our failure to land a prospect as we are to rejoice in our success, for success can even be dangerous to our ultimate prosperity if we do not determine carefully the course which we pursue and mentally chart therefrom one to be followed in the future.

It is possible to learn from any experience valuable lessons—What not to do as well as what to do. If we are not carefully "thinking," therefore, every moment, how can we avoid the pitfalls which make for failure?

When thinking becomes analytical and constructive—then and then only are we really making progress.

THINK!

Are You Taking Advantage of Lubrication Possibilities ?

An accessory dealer in an Indiana city recently bought a Cut 154 for Lubricating Oil, and while it was being unloaded, a customer, who had been buying gasoline for two years asked: "Do you sell lubricating oil?"

How many merchants in your territory are overlooking these opportunities.

A daily profit of 7 cents on a single **additional** sale of a quart of Lubricating Oil amounts to \$25.55 in a year.

Figure for your next prospect what it will do for his business.

Accurate Measurement
Handy at the Curb
No Spillage

NOW!
How
Many
Will
You
Sell?



Cut 154 Equipped with
Lock if Desired

Don't miss the Printers

A Printing Establishment running two Cylinder presses uses about 5 gallons of gasoline or naphtha per week for washing forms, rollers, etc.

Most job printers and newspapers in your territory are prospects for gasoline equipment of some sort,—and—every sale puts you nearer the Pacemakers' Club.



WAR EDITOR

We have been unable to obtain a complete list of Bowser Salesmen in the Service of the United States and it's Allies, serving either in training camps or in France.

Send us the names of all those whom you know—their Regiments and addresses as far as possible. Send the information to the War Editor, Boomer Office.

The following is compiled from our records:

G. Lamy	Paris Office
P. Ducret	Paris Office
G. Bunau	Paris Office
R. L. Granger	Paris Office
J. Jorat	Paris Office
P. Barrot	Paris Office
G. Varay	Paris Office
J. Tillet	Paris Office
A. S. Bowser	Sec'y of the Bowser Company
W. W. Martin	Chicago Salesman
F. M. Pannell	St. Louis Salesman
P. C. Stubblefield	Memphis Salesman
Aubrey DeLacy	New York Office
W. N. Daniel	Washington Salesman
C. M. Schofield	Washington Salesman
G. C. Hexamer	Harrisburg Salesman
C. C. Townsend	Toronto Salesman
C. C. Shields	Albany Salesman
R. L. Corey	General Sales

Note: We were to have had a complete list of the salesmen from the Toronto Office but at the time we went to press it had not been received. We will publish the complete record in the next issue.

EDITOR.



